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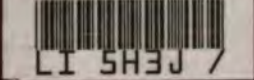
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BAKERS REVIEW

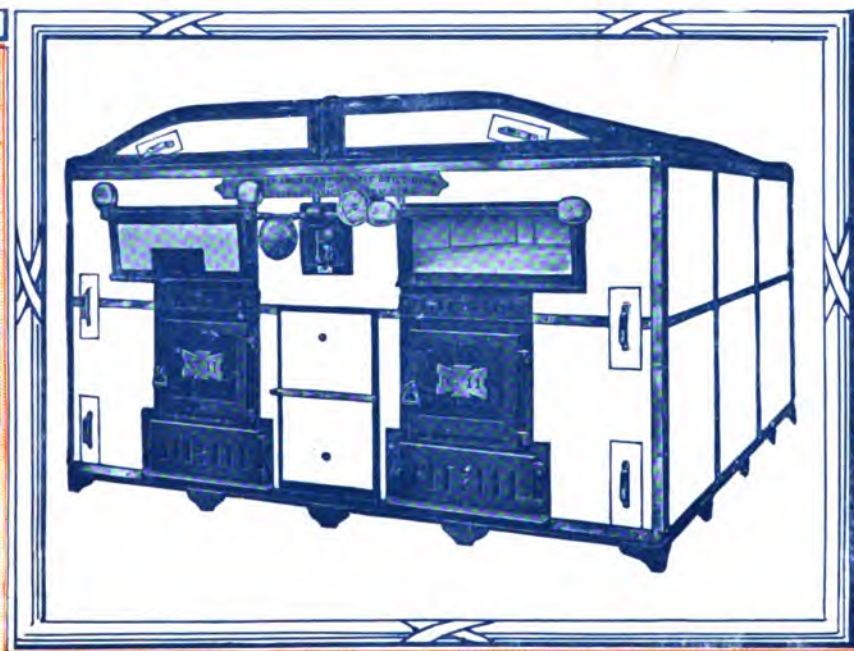
ISSUED MONTHLY BY THE WM. R. GREGORY CO., NEW YORK, N. Y., CHAS. B. THOMPSON, PRESIDENT AND GENERAL MANAGER

All the News for all the Trade.

Volume 33, No. 1
Established 1896
10 cts. a copy

APRIL, 1916

Subscription \$1.00
Canadian \$1.50
Foreign \$2.00



As A Fuel Saver

"I baked 1200 loaves of bread and all my cakes in a No. 11 German-American Oven with 34c. worth of coke--my register stood at 450° when I got through baking," writes L. D. Keyes, Napoleon, Ohio.

Other Features of Hubbard Ovens Make Them Essential in the Modern Bakery

HUBBARD OVEN CO.

Chicago
1138 Belden Av.

Kansas City
116 W. 8th St.

New York
264 W. E'way

Philadelphia
43 W. 7th St.

These Magnificent Plants All Equipped With PATENT "NEW ERA" MIXERS



Schulze Baking Company
 Chicago Ill



Fleischman Bakery · New York City



General Baking Co.
 Boston Mass



Chas. Freilhofer
 Baking Co.
 Albany N.Y.



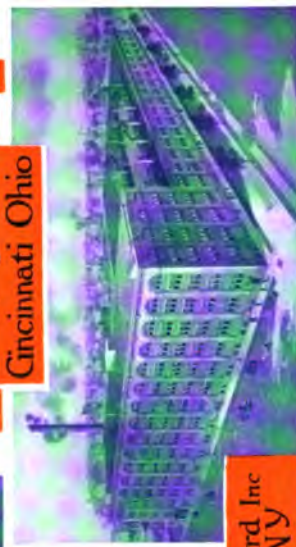
Wagner Baking Co · Detroit Mich



The Banner-Grocers
 Baking Co.
 Cincinnati Ohio



Williams Baking Co
 Newark N.J.



Ward & Ward Inc
 Buffalo N.Y.

For Further Particulars Write to
AMERICAN OVEN & MACHINE CO.
 FELIX NOTZ, President
 30 N. CLARK STREET, CHICAGO

BAKERS REVIEW

Issued Monthly by Wm. R. Gregory Co.

1642 Woolworth Building, New York, N. Y.

Chas. B. Thompson, President and General Manager

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Volume 33

APRIL, 1916

Number 1

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NEW or ADDITIONAL advertising not to occupy fixed position, can be inserted in a special form up to the 20th.

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A Studebaker costs less to run



—it rarely has to take a vacation



Delivery Car
\$875

Half-ton Station Wagon - \$ 875
Half-ton Open Express - 850
One-ton Open Express - 1200
One-ton Stake Body - 1250
16-Passenger 'Bus - 1400

All Prices F. O. B. Detroit

One of the biggest reasons for the national popularity of this Studebaker Delivery Car at \$875 is its **RELIABILITY**. A baker knows that when he buys it, he buys a 365-day-in-the-year car—a car that needs little attention—no nursing—and rarely has to take a vacation for repairs.

The reason is simply that this Studebaker is not a pleasure car adapted for delivery uses, but is a **DELIVERY** car designed for delivery purposes and built by a manufacturer who for 64 years has been in close touch with the retailer's delivery problems.

It is built to cover longer routes—at higher speeds than your horses can ever make. It is built to run smoothly and surely winter or summer, over icy pavements or softening

asphalt. It is built to be driven by a man who may not be a mechanic—who may not know much of a car and who has to have a simple, easily-operated vehicle. It is built to carry its **FULL** capacity anywhere at any time. And with all this, it is built to cost less to run—less for tires, fuels and oils—less for layoffs and replacements.

It sums up not only Studebaker's 64-years of delivery experience, but all that rich experience of building more than 228,000 pleasure cars. And from any angle—Service—capacity—speed—endurance—**ECONOMY** or quality of manufacture, it stands as the **GREAT** value of the market. See the Studebaker dealer or write for facts that have shown thousands of merchants how to cut down costs with a Studebaker.

STUDEBAKER

South Bend, Ind. Detroit, Mich. Walkerville, Ont.

Address all Correspondence to Detroit



Providing a Bond of Trade Sympathy



It is assumed by the readers of a Trade Paper, that the editor knows every advertiser and is familiar with his products. If not, he should be; as a matter of fact, he is. And this confidence of the subscriber has a good deal to do with holding the editor to his task. A great many magazines publish anything that "listens good," and the publisher hopes it is all right. If it isn't all right, he doesn't want to know about it, and isn't thankful when he is told. With the Trade Paper, the editor cannot countenance "explosives" in his ads. If he does he loses subscribers, and if he hasn't subscribers he cannot expect advertisements. And without advertisements he cannot produce the best paper. For advertisements not only bring money that buys gasoline, but the subscriber prizes the Trade Paper on account of the fact that it advertises the machinery, and the goods he needs, and also tells the truth about them.

It will thus be seen that editor, advertiser, and subscriber, occupy a close triangular family relation. Their interests are mutual. If the Trade paper did not help the subscriber up the incline plane towards success, it would not and could not exist.

"Each for all, and all for each," is fast becoming the universal slogan. "From every man according to his ability, to every man according to his need," is the new evangel.

There is no such thing as distinct interests, apart from each other. The manufacturer needs the miner, the miner the manufacturer; they both need the farmer, and we need them all.

One may be a hewer of wood or a drawer of water, another a captain of an industry. One may be a toiler in the valley, and still another in the observatory on the mountain top, reading the signs of the times. But their success hangs upon their co-operation—their reciprocity—their inter-relation.

True progress is only possible where there is mutuality and co-operation—where we see the seeming paradox of individual liberty harnessed to the car of common weal.

The principle of alternating motion is as applicable to the life of the individual as it is to mechanics.

We grow by giving. Power comes from knowledge. Knowledge is absorption and ejection—taking in and giving out. It is a process of interaction.

Thus we get to know each other, to understand the differences of individual, inimical, and communal interests—to have confidence and to combine. This is the foundation principle upon which we raise the structure of social and commercial prosperity.

The buccaneer is banished from business. The merchant realizes that according to the quality of his goods, so will his business prosper.

And the purchaser, recognizing that the merchant knows this, and proving by actual purchase and test that he lives up to his principles, gives him his business.

I have said that we are breaking away from distrust of our fellows. That is true; but we still find people whom it is a task to induce to believe this.

The vast majority of people, though, see that the man who advertises his commodities or service as "quality" must produce them—else his successful days are numbered. And if he provide products that fill the bill, then he and they benefit.

No Trade Paper will publish punk publicity. The Trade Paper is a publication wherein can be found ideas, plans and information.

The reason is that its subscribers are alert and progressive—alive to their possibilities and to the good things in the world of science and invention.

I know no better medium for the exchange of ideas than the Trade Paper. Its pages bristle with interesting facts, and pulse with intense humanism and understanding.

The task of the advertiser in the Trade Paper is made a pleasant one by reason of the intelligent receptivity of the subscriber. The subscriber and advertiser recognize the benefit of business reciprocity, and fully appreciate the friendship based upon it.

They know each other's needs—that they need each other for their individual growth.

They acknowledge the distinct services to each other.

Whether you call this sentiment or something else, yet it is the very essence of success, producing results otherwise unattainable.

The Trade Paper has made giant strides. Its intimacy and strength with its subscribers and contributors is remarkable. But its great achievement, to my mind, is the creation of a bond of sympathy, mutuality and understanding between its subscribers and advertisers that is unique.

And we do business with our friends—our enemies will not trade with us, anyway.

A FEW MOMENTS WITH OUR ADVERTISERS

Armour & Co., Chicago, Ill.—At this time of the year prices of eggs are lowest and quality highest. For this reason bakers desiring to "get in" right would do well to consult this concern for their year's supply. Armour's Frozen Eggs are under constant refrigeration and the buyer orders them out as wanted. This concern also makes baking butter of quality.

Bennett Oven Co., Battle Creek, Mich.—The incorporators of this concern, having twenty-five years' experience in the manufacturing and selling of portable ovens, have severed their connections with a large oven concern and are now constructing modern ovens with many improved features. Announcement of their intentions appears in the advertising pages of this issue.

W. K. Jahn Co., Chicago and New York.—"Rico" is a trade name of products for use in cake making manufactured by this well known specialty house. They have a very attractive proposition to make bakers interested in box cake. A coupon for your convenience appears on page 92 of this issue, if filled out and mailed direct to W. K. Jahn Co., full particulars will be sent you.

The American Oven & Machine Co., of Chicago, Ill., has just issued a new catalogue advertising the "New Era" mixer. They would be pleased to send a

copy of this catalogue to any baker, upon request. It is a well-printed booklet, and gives a clear exposition of the features of the "New Era" mixer.

Crescent Milling Co., Fairfax, Minn.—Fairfax and Golden Cream brands of spring wheat flour are ground from wheat selected from a line of 155 country elevators owned and operated by this mill. This insures flour of quality. The mill has a daily capacity of 600 barrels.

Lincoln Electric Co., Cleveland, Ohio.—This company is the manufacturer of the famous "Lincoln Motors" used extensively on motor driven bakers' machinery. The manufacturers claim their motors will work under bake shop conditions without special care or attention. It is also claimed by the Lincoln Electric Co. that one of their standard motors has been operated under water for nearly three years without damage to windings.

H. L. Schroeder, Chicago, Ill.—Woodenware of every description for use in the bakery is made under the personal supervision of Mr. Schroeder in a factory that contains the most modern and economical equipment for this purpose. This insures the baker of getting the most for his money.

PLYMCO

TRADE



MARK

Dr. Teller, of the Columbus Laboratories, Chicago, at the National Convention, Richmond, Va., in his splendid address, emphasized the **Great Value of Boiled Starch in Bread**, now conveniently sold in dry form as

Processed Cereal or PLYMCO as Yeast Food

Prof. Jago, in his Book of Bread, classifies it with Potatoes as **Bread Improvers**.

Bakers, in order to pull through this period of high priced material, are compelled to practice **economy**.

PLYMCO will Save you Money and give you a **Better Loaf of Bread**, Box Cake, Macaroons and Crullers, also Rolls and Coffee Cakes.

WRITE FOR FREE SAMPLE AND INSTRUCTIONS

PLYMOUTH MILLING CO. Le Mars, Iowa

Branches: Emery & Co., Melrose, Mass.; Louis Armstrong & Co., Postal Telegraph Bldg., Chicago



No other product on the market will do more to make a good bread formula better than will

Semi-Sol Buttermilk —WHY?—

It really does make bread better. It is a product which, added in the dough, makes a balanced ration which will take the place of bread and milk. The Lactic acid in buttermilk is of great value also in helping the fermentation. It increases the protein contained in the bread, also the fat. Bread in which Semi-Sol is used remains fresher for a longer period than ordinary bread. It is more easily digested because of the fact that Lactic acid stimulates the fermentation, thus producing a greater amount of soluble protein, and another important item in this time of high-priced flour—by adding from seven to twelve pounds of Semi-Sol Buttermilk to a barrel mix, if you are not now using milk, you will increase the water-absorbing power of the dough from twelve to eighteen per cent.

Prominent Authorities Praise It

Read these statements of several prominent authorities published in the Feb. issue of BAKERS REVIEW:

DR. ROBERT WAHL, says: "It has been recognized that this acid (Lactic acid) is of considerable importance in baking, inasmuch as it acts upon certain ingredients in the flour, otherwise insoluble in water, and this is valuable as food for the yeast, thus resulting in better fermentation."

WM. JAGO, says: "Lactic acid peptonizes the proteins bringing them into a condition more adapted for the nutrition of yeast."

A disinterested expert who has been experimenting with Semi-Sol Buttermilk, says: "The time will come when pure cultures of yeast and Lactic acid bacteria will be generally employed in the bakery; the result of effecting an all around improvement in the quality of the bread and not least of its flavor."

Try It Yourself

However, Mr. Baker, we do not ask you to accept verbatim the words of these parties. Make a test yourself. If you will send us your present formula telling us the kind of shop you operate, whether you use sponge or plain straight dough, how much flour you use in a mix, we will send a sample to suit your formula and suggest how to use our Semi-Sol to best advantage. If the results do not bear out what we have said about your product we will not expect you to do business with us. We have so much confidence that you will be pleased that we are willing to take a chance in sending you a sufficient sample for you to give the product a real tryout.

Send for a sample and full particulars today.

CONSOLIDATED PRODUCTS CO.
1029 West Adams St. CHICAGO, ILL.



This Trade Mark Is The Symbol of Quality

—Ask your jobber for woodenware that bears my trade-mark—then you are sure of getting the best.

*Schroeder Quality
Schroeder Service
Highest Quality
Best Service*

a combination that cannot be equaled when it comes to manufacturing and selling of peel blades and other woodenware used by the baker.

Schroeder Peels are made of the best seasoned lumber, put together with steel plate and steel pins which are not visible on the peel. The rivets which are put through the plates and the wood are of copper, clinched on both sides. These peels will not warp or split as easily as one piece peel.

Our stocks are at all times kept complete as possible, consequently orders are filled and shipped promptly.

May we send you our booklet?

H. L. Schroeder

3512 Carroll Ave.

Chicago

Illinois



JOHNSON'S CHERRIES WILL SELL YOUR CAKES AND COOKIES

When placed in your cakes and cookies JOHNSON'S CHERRIES will add an appeal they would not otherwise have.

When eaten they will cause a lasting impression of the quality of your goods on the consumer. A pleased customer is your best asset.

Because of their deep red, wholesome looking appearance, their tenderness and luscious taste JOHNSON'S CHERRIES will create trade for you.

They are building business for others—why don't *you* try them?

Whole or Pieces

In Pails or Kegs



Bennett Oven Company

*Sidney and G. H. Bennett wish to announce
to the baking industry the formation
of the above named Company*

Our past twenty years' experience in the manufacturing and selling of sectional ovens has proved to the baker that we know how to build the best Sectional Ovens suitable for BREAD, CAKE and PASTRY.

- Our present oven embodies the best principles of modern oven construction with many added, up-to-date improvements. We urge all bakers contemplating purchasing an oven to write us getting information on our GENERAL PURPOSE OVEN before placing their orders.

Fair dealing and satisfaction guaranteed.

Bennett Oven Company

SIDNEY BENNETT, President

G. H. BENNETT, Vice-President

Battle Creek, Michigan



Bake Bread As Your Government Does

Where economy in space and cost of production are the two principal items

Two of these Hughes Electric Bake Ovens are being installed on the Superdreadnought "Arizona" and the other two will be used on the California, which is the first battleship to be propelled by electricity.

Prominent bakers all over the country have installed the "Hughes" because it is clean, economical, and is easily controlled—making it more efficient than any other type oven on the market.

May we have the privilege of demonstrating its value to YOU?

Hughes Electric Heating Co., 211-231 W. Schiller Street, Chicago

**Keep Out the Dust
and
Bring In More
Profit**

Wrapped bread will have a larger sale than unwrapped bread which is exposed to dust and all kinds of conditions. When you

**Wrap Your
Bread**

in a clean wrapped, sanitary wrapper you have made an important move toward increasing the volume of your sales.

Wrapped bread retains its freshness, purity and wholesomeness.

It means satisfied customers—more profit.

May we submit an especially designed wrapper for you?

**NEWARK PARAFFINE &
PARCHMENT PAPER CO.**

Office: West St. Building, New York
Factory: Newark, N. J.

**Granulated
Nut Meats**
FLAVORED WALNUTS

**ALL
READY FOR USE**

**More Economical
THAN WALNUTS**

**More
Convenient For Use
THAN WALNUTS**

**Costs Less
THAN WALNUTS**

**SEND FOR
CAKE RECIPE AND
SAMPLE!
NOW!!!**

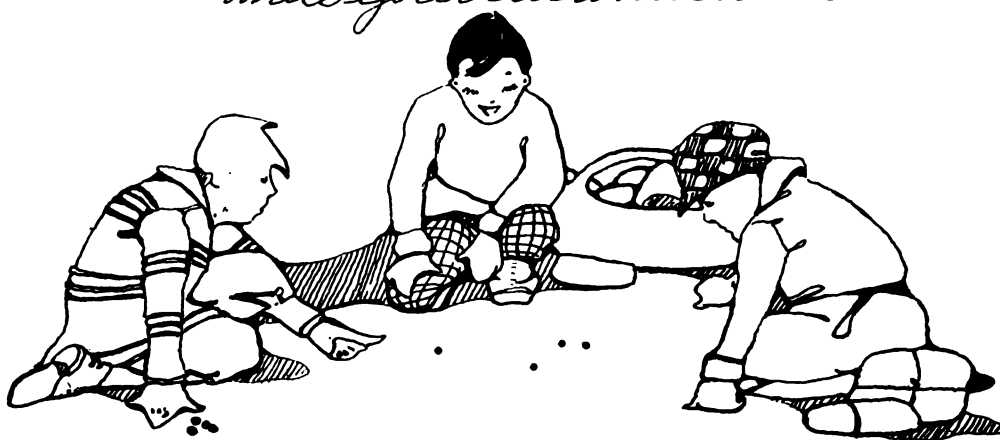
**PACKED IN
55 lb. CASES - - - - 22c. per lb.
SMALLER PACKAGES 25c. "**

S. GUMPERT & CO.
BUSH TERMINAL
BROOKLYN - N. Y.

BEST ON WHEELS



While your customers wait



**RECH-MARBAKER CO.
WAGON MAKERS
PHILA.-PA.**

Why waste your time and money with a treacherous make-shift oven?

**The
Trouble-Proof
Oven
that will
shorten your
hours, save
your fuel
and build up
your business.**

**Sold under a
written
guarantee of
perfect
satisfaction.**



**Extra heavy
fire brick
construction
throughout.**

**Nothing to
wear out or
burn out
except an
occasional
grate bar.**

THE UNIVERSAL PATENT STEAM OVEN Continuous baking—Continuous satisfaction.

The Universal has done more than any other oven in assisting ambitious retail bakers to reach out for a profitable bread business. No matter what price you pay, you cannot buy a better bread oven than the Universal. It is an oven for a life-time and our reputation is always in evidence, insuring you unequalled service and a square deal at all times.

**The most popular
oven in the world for
all around baking.
Thousands of bakers
everywhere have
sung its praises.
It stands today
without a serious
competitor.**



THE MIDDLEBY INSIDE FURNACE OVEN
"A brick oven that can be moved"

**An oven that
heats easily, evenly
and rapidly.
It holds the heat
inside and works
day and night
with
very little rest.**

For baking a complete line of goods in the same oven, you cannot get an oven that approaches the Middleby for genuine satisfaction.

Let us send you catalogue of the Universal or Middleby, or both.

MANUFACTURED BY

The Middleby Oven Company

41-43 PARK ROW

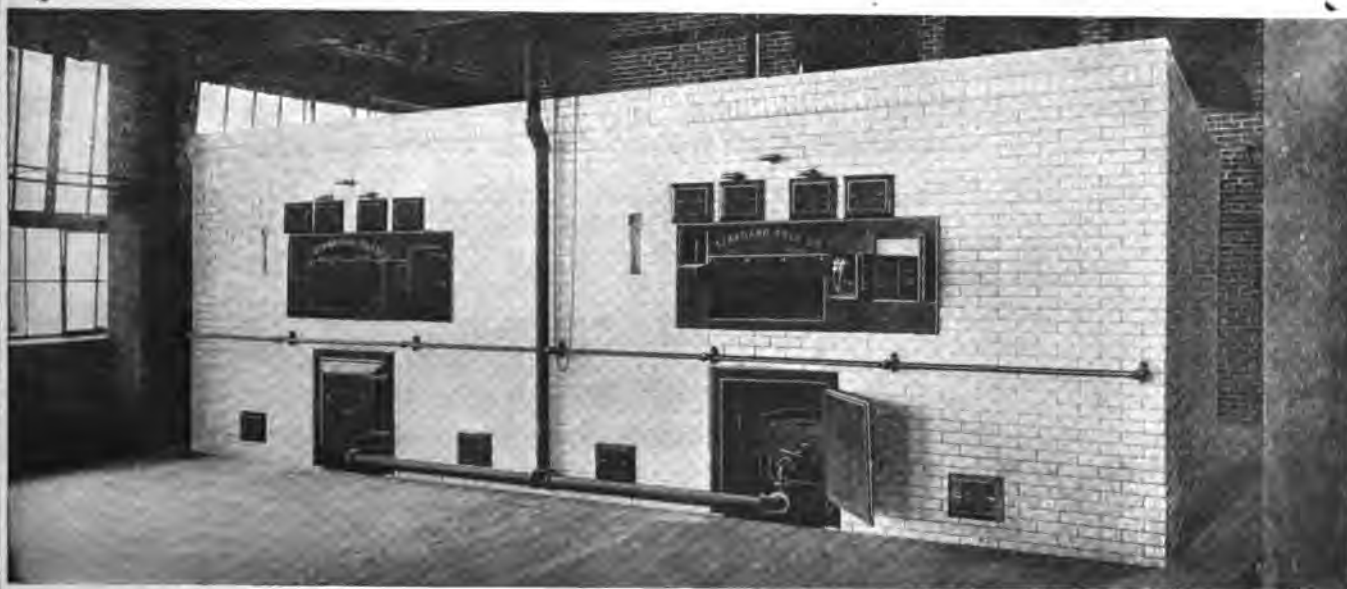
NEW YORK

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THE OVEN OF RELIABILITY

USED BY BAKERS WHO INSIST UPON THE BEST



STANDARD OVEN CO.

Pittsburgh, Pa.

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What Nonpareil Insulating Brick Are Doing in the Wagner Bakery



The Armstrong Cork & Insulation Co.,
February 4, 1916.

Detroit, Mich.

Gentlemen;-

Of late, we have received several inquiries relative to the use of your Nonpareil Insulating Brick in our new plant, and thought you would be glad to have us tell you just what results, we have had. We can most heartily recommend the use of Nonpareil Brick in ovens and are more than pleased with the showing they have made. The fuel consumption of the 23 ovens in our new plant is less than in the 12 uninsulated ovens of the same size in our old plant. Furthermore, we are able to keep more uniform heat in the new ovens, and also have cooler workrooms. We certainly believe that the additional expense it costs to use the Nonpareil Brick is more than made up by the results obtained.

Another point we wish to mention is that our ovens are on the second floor, directly above the bread cooling room, and every baker knows, who has used this arrangement, that excessive heat comes into the bread room and causes more or less trouble. By the use of your Nonpareil Brick on the bottoms of the ovens, we have overcome this difficulty.

Blue



Bird

Yours very truly,

Wagner Baking Co. "BREAD HAPPINESS" FOR THE WHOLE FAMILY

Harry Wagner

Saving Fuel

More Uniform Heat

Cooler Bread Rooms

NONPAREIL Insulating Brick produce results like these because they are ten times better nonconductors of heat than fire brick or red brick. Full information as to what they are and how they are installed in ovens, is given in the booklet, "Comfort and Economy in the Bakery." A copy of the booklet and a sample brick will be sent, free of charge, on request.

Ask for them today.

Armstrong Cork & Insulation Company, 154 Twenty-fourth St. Pittsburgh, Pa.

Also manufacturers of Nonpareil Corkboard Insulation for mixing and proving rooms and Nonpareil High Pressure Covering for steam lines.



Turn To Better Baking

Equipment that promises you better baking is worth investigating. That's why you ought to get the FISH Rotary Oven catalog. Bakers all over the country are turning to better baking and finding that the FISH Rotary exactly meets their requirements for quality and economy.

Pastry Baking offers bakers unusual opportunities right now. The FISH Rotary Oven enables you to handle this profitable business with certainty of satisfactory results. As a pastry oven the FISH stands in a class by itself. It also gives exceptional service to the baker who uses one oven for everything he bakes.

The Fish Rotary Oven

Insures Uniform Quality in Pastry

The baking surface of the FISH Rotary Oven rotates so that every part of every baking gets just the same amount of heat. Uniform direct heat—both top and bottom, secures uniform results. With the FISH you are never in danger of scorching part of your pies or cakes and leaving the rest soggy or underdone. Your goods have the appearance that delights the eye and the "just right" "doneness" that tickles the palate. Your sales and reputation get the benefit.

Saves Time—Space—Labor

The FISH Rotary Oven is unusually easy to work with. It can be installed in much smaller space than square ovens of the same capacity. You do your baking with less labor—on less fuel.

FISH Rotary Ovens are made to fit the space you have available and with the capacity to correspond with your grade conditions. This is all explained in our catalog.

If you are "turning to better baking" as a means to better business, write for catalog and prices today.



Stationary Brick Oven

A. J. FISH & CO.

Factory and Main Office: 224 N. Fourth Street - - Walworth, Wis.

20 EAST JACKSON BOULEVARD, CHICAGO, ILL.

One of These Ovens in Your Shop Will Pay Big Dividends



TRUTH, they say, is stranger than fiction. Perhaps that is why some men choose to close their eyes to facts.

There are bakers who struggle along with an old worn out, troublesome oven simply because they will not take seriously the experience of their fellow bakers who have passed the struggling point and have reached the goal of success.

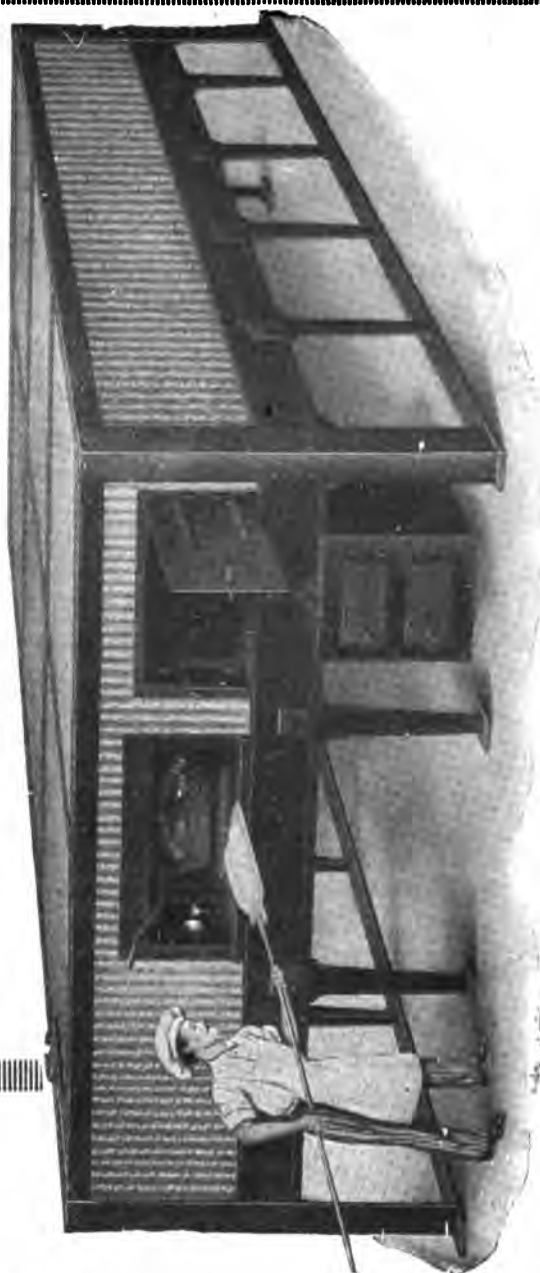
MIDDLEBY-MARSHALL DOUBLE OVEN



MARSHALL CONTINUOUS BAKE OVEN



MIDDLEBY INSIDE FURNACE OVEN



There are thousands upon thousands of Middleby-Marshall Oven bakers who have attained success and fortune. We do not mean to say that their oven alone was responsible for their success, but we do say that their oven played an important part toward bringing about this success.

Unless the oven you use produces Quality bake goods, unless it can be operated at a minimum expense for Fuel, Labor and Repairs, unless it is so constructed as to meet the demands of a growing business—unless your oven lives up to these requirements it is actually holding you back instead of helping you.

We repeat that a Middleby-Marshall Oven in your bake shop will pay big dividends. If you are serious in your desire to increase your profits and your dividends we will gladly explain in detail how one or more of these ovens can help you. Write us now.

Middleby-Marshall Oven Co.

Member National Association Master Bakers

CHICAGO, 762 W. Adams Street
ST. LOUIS, 604 S. Sixth Street

For Sale in New England by
MIDDLEBY OVEN MANUFACTURING CO.
284 STATE STREET
BOSTON, MASS.

For Sale in Pacific Coast States by

E. CARL BANK
997 Monadnock Bldg.

San Francisco, Cal.

A GOOD BAKER REQUIRES A GOOD OVEN Zahner Ovens

Are in Satisfactory Service Wherever
Good Bread and Pastry is Sold



We have been making these ovens for more than 35 years
—could make them cheaper and lighter but we won't.

Three Sizes, for Coal, Wood or Gas.

Made by the hundred and sold singly at the quantity price.
Shipped anywhere, direct from our Factories to you.

Conceded by bakers who know, to be the heaviest and best-put-together Portable Bake Oven made. Special Galvanized Charcoal Iron body. Insulated with two inches of Asbestos Wood packed under pressure. Cast iron racks. Regulating dampers. Accurate thermometer. Hand-forged, wrought-iron self-tightening door catches. Revolving grates and three-inch tile lining in fire box of coal ovens. All hand made, no machine work in its construction.

Write for Catalogue 14

All about Ovens, Bakers' Tools and Heavy Hotel
Kitchen Goods. Write Dept. C.

ZAHNER MFG. CO.

KANSAS CITY, U. S. A.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

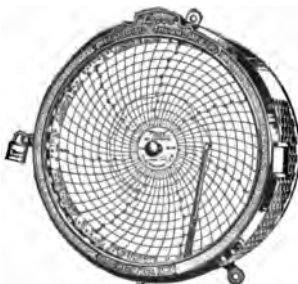
Bakes Bread—Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.

H&M THERMOMETERS



Tycoo Self Contained for Your
Dough Room.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Tycoo* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and

Index Thermometers, Automatic Temperature and Pressure Regulators, Mercury Vacuum and Absolute Pressure Gauges, Engraved Stem Thermometers, Hydrometers, Thermo-Electric and Radiation Pyrometers.

Mark this:—Every Instrument bearing H&M *Tycoo* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

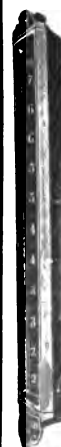
Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



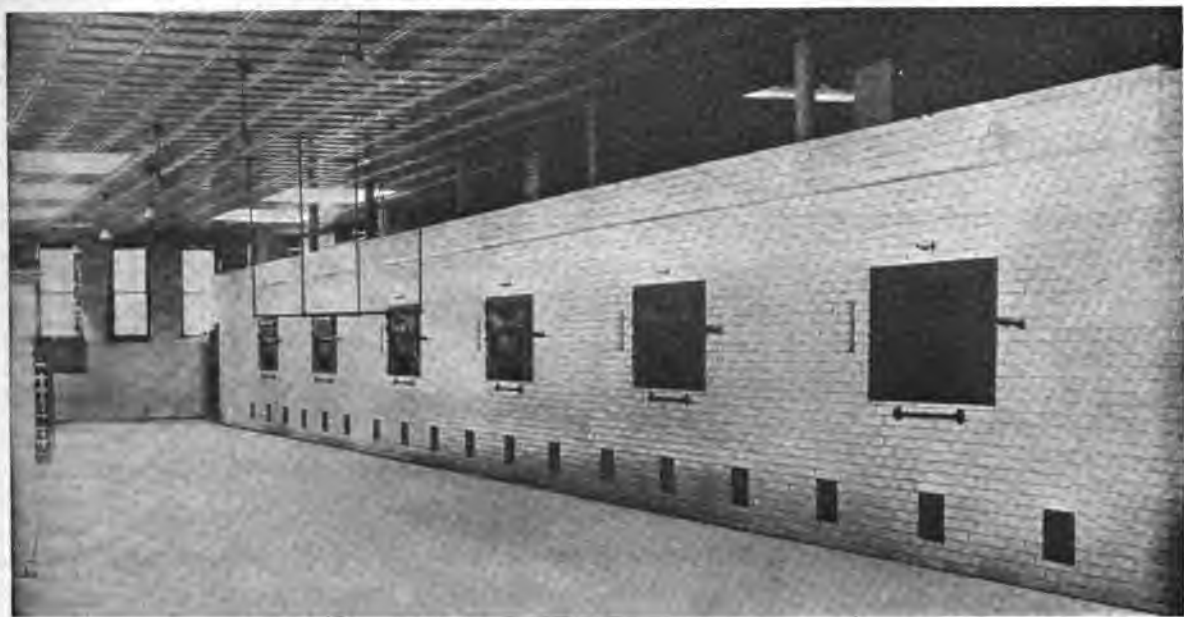
The H&M Division
Taylor Instrument Companies
Rochester, N.Y.



Dough
Testing
Thermom-
eter.



H & M Bake Oven Thermometer.



The DUHRKOP OVEN business was founded in 1887, and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT. of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has seen some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

The DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

We have one price and one grade of oven, and that is the BEST.

Associate Members of the National Association of Master Bakers

**THE
OVEN
FOR A
LIFETIME**

DUHRKOP OVEN CO

2525 PARK ROW B'LDG
NEW YORK

Scaler
 Baller
 Proofer
 Molder
 Racks
 Rack-
 Ovens
 Of course



Saving
 with
Rack Ovens
 90% Labor
 60 to 80%
 Floor Space
 50% Fuel
 —
Peel Ovens
 For
All-'round
 Baking

SCOTT BROS., ITHACA, N. Y.

NATIONAL OVEN COMPANY

New England Agency
 H. G. W. YOUNG, 61 Hanover St., Boston, Mass.

Beacon, N. Y.



2 Double Deck Ovens constructed at the
 National Soldiers' Home, Togus, Maine.

SCHALLER DOUBLE DECK. The only oven for the
 wholesale and retail baker, using but one oven.

Walnutport, Pa., June 30th 1915

The Albert Schaller Oven Co.

Gentlemen:

The Double Deck oven you constructed for us last fall is
 a wonderful oven. We are gaining trade daily, and we
 are making splendid bread and cakes, and pretty soon
 we shall need an additional Schaller oven.

J. FRITZINGER.

Write for our Catalogue, describing the construction of the Schaller Single and Double Deck Ovens
 in detail, in cuts and drawings.

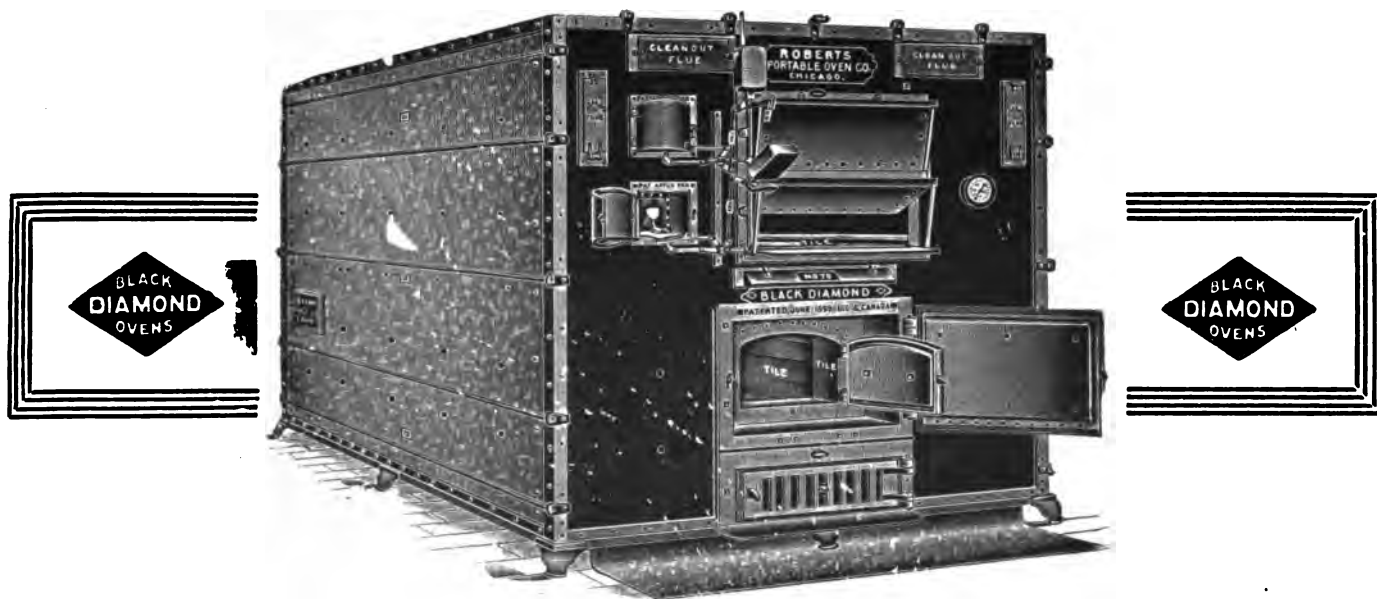
The Albert Schaller Oven Co., 55 Averill Ave., Rochester, N. Y.



2 Single Deck Schaller Ovens constructed for the
 Sun Baking Co., Auburn, N. Y.

Mr. R. H. Wool of Ithica, N. Y., after using a Schaller
 oven for 6 years, highly recommended the same to the Sun
 Baking Co. of Auburn, N. Y., with very satisfactory results
 to ourselves as well as the Sun Baking Co. Keeping up the
 good work, Mr. Wool ordered 2 large Schaller ovens to be
 erected in his strictly modern new factory. *There is a reason!*

Do not overlook the Schaller Double Deck oven—we
 constructed 21 of them in this city in the past 3 years.



Are You Prepared?

Preparedness for war and preparedness for business are two different things. At best, preparedness for war represents a destructive condition while business preparedness in every sense is constructive.

Successful bakers know the meaning of preparedness. They realize that public patronage is conferred upon the baker who is best prepared to meet the demands of the public. The bakers who are satisfied to merely exist without any thoughts as to how they can improve the quality of their goods or increase the efficiency of their equipment are placing themselves in the open against the attack of competition, and unless you can meet competition on an equal footing you are sure to be on the losing side.

FORTIFY YOUR BUSINESS AGAINST COMPETITION

Bakers who use Black Diamond Ovens are prepared to meet the most severe competition because no matter how large the opposing force may be the Black Diamond Oven baker is prepared to more than hold his own. With one of these ovens you can produce the highest quality of bake goods at the lowest possible cost for fuel and repairs.

Investigate Black Diamond Ovens. We can prove to you that they represent greater value than any other oven on the market. Write us now for catalog and full particulars.

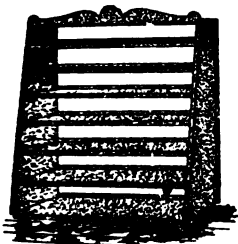
Roberts Portable Oven Co.

2016 N. Major Avenue, Chicago

New England Selling Agent:
H. G. W. YOUNG,
61 Hanover St., Boston, Mass.

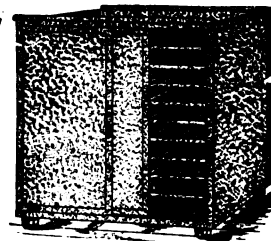
Canadian Manufacturers:
BRANTFORD OVEN & RACK CO.,
Brantford, Ont.

MEMBER NATIONAL ASSOCIATION OF MASTER BAKERS



ROBERTS BAKE SHOP APPLIANCES

Labor costs have already advanced to such an extent that no baker can afford to overlook the advantages of time and labor saving appliances. A little leak here and there amounts to a big figure in the course of a year. Roberts bake-shop appliances will pay for themselves in a short time because they eliminate all lost motion and unnecessary steps. Appliance catalog sent free on request.



Scaler
Baller
Proofer
Molder
Racks
Rack-
Ovens
Of course



Saving
with
Rack Ovens
90% Labor
60 to 80%
Floor Space
50% Fuel
—
Peel Ovens
For
All-'round
Baking

SCOTT BROS., ITHACA, N. Y.

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J. FRITZINGER.



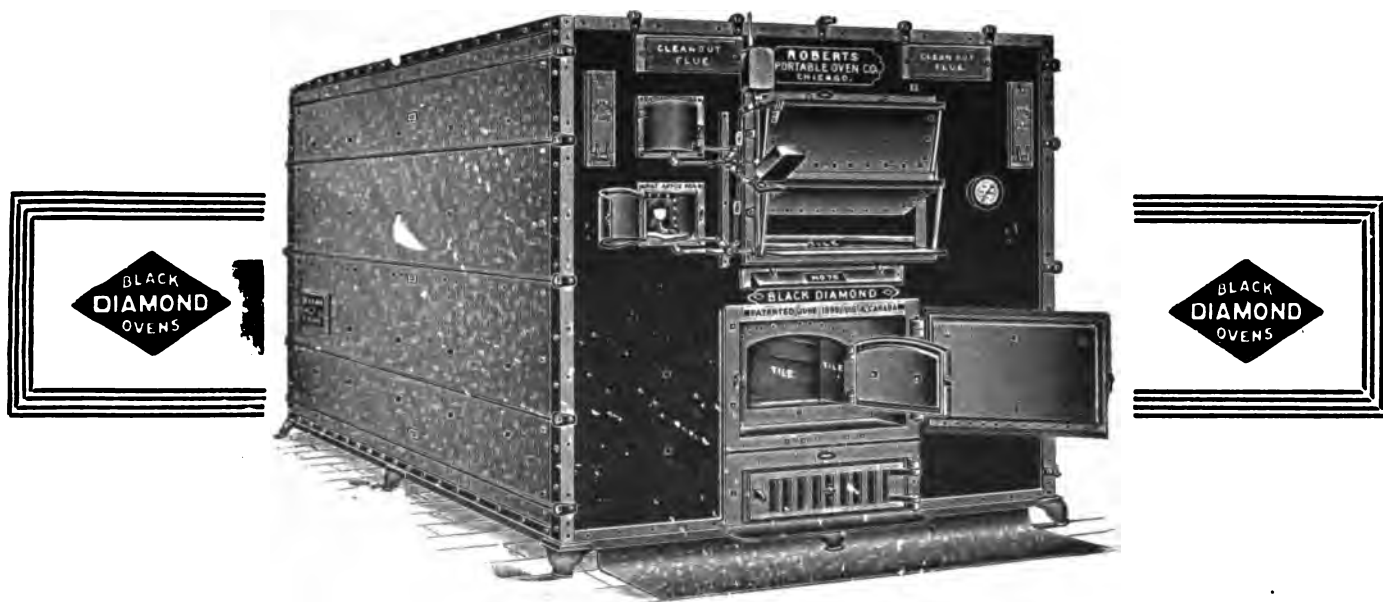
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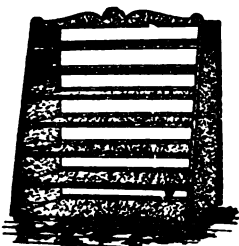
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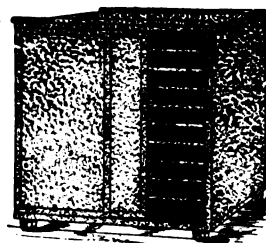
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Reid Portable Oven

is the lowest in price, most easily managed, greatest saver of fuel and the most satisfactory portable oven on the market. They save time and labor. They have a successful record of over twenty years and are warranted to give complete satisfaction.

For pamphlet and price list address

REID PORTABLE OVEN CO.
619 Main St., - Buffalo, N. Y.



Electric & Graphite Pyrometers

Absolutely correct and durable for indicating the exact heat in Bake Ovens. Suitable for any style of ovens. More accurate than a glass thermometer which breaks. These don't. Moderate in price, both kinds, and durable for years.

AUGUST ZAUBITZ, Sole Mfr. and Patentee
Established 1879 95-97 Cliff Street, NEW YORK

Telephone Connection

Established 1886

S. C. BAUER & SON

MANUFACTURERS OF

STORE FIXTURES, BAKERS' PEELS

Kneading Troughs, Fancy Show Cases a Specialty.
Broad and Steam Bakes

Factory and Office 442-444 Hart Street
Near Broadway BROOKLYN, N. Y.

A Baker's Library **SHOULD** contain **GIENANDT'S 20TH CENTURY BOOK**



A Veritable Mine of Recipes for Novel,
Attractive, Salable Goods.

Send for Illustrated Circular.

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FRITZ L. GIENANDT

192 Massachusetts Ave.

BOSTON, MASS.

BAKERS REVIEW

Woolworth Building

New York, N. Y.

If I Was a Baker I Would Use a Blodgett Oven And I Just as Soon Tell You Why

- FIRST.** — Because its construction is such that it produces perfect combustion and a saving in fuel of from 20% to 40%.
- SECOND.** — Because it is so skillfully and thoroughly insulated that it will bake more food, with the same amount of fuel, than any oven yet produced.
- THIRD.** — Because each baking surface is provided with an independent door, which, when opened, forms a horizontal shelf. This arrangement facilitates the placing in or removing of articles to and from the oven, and insures a much less loss of heat than by the use of the large swing doors.
- FOURTH.** — Because there is no waste baking surface, no dark corners or space that can not be utilized.
- FIFTH.** — Because it is so simple in operation. One damper at the top of the oven regulates the air supply, disposes of the products of combustion, and ventilates the oven.

*We want you to have the **BLODGETT OVEN LITERATURE**. Write us for any particular information you may desire.*

THE G. S. BLODGETT CO., Burlington, Vt., U.S.A.

ARMLEDER BAKER WAGONS



THEY COST LESS
THEY LOOK BETTER
THEY WEAR LONGER
2000 WAGONS IN STOCK
CONVENIENT TERMS
PROMPT SHIPMENT
303 STYLES & SIZES
WRITE FOR FREE
100 PAGE CATALOG

ARMLEDER 1129 PLUM ST. CINCINNATI, O.

OVEN PYROMETERS

For Brick or Portable Bake Ovens

Accurate
Movement
Adjustable
Pointer



White Dial, Black Figures

ROBERTS PORTABLE OVEN CO.
2016 N. Major Ave., CHICAGO

BELL Grant 1904
PHONES Fisk 36-r, Res.

Est. 1854

Bake Ovens of All Kinds

Adapted for Bakeries, Hotels, etc. Duplicate
Grates, Linings and Special Furnace Brick.
Pyrometers, Illuminators, Gas Burners, and a Combination
Heater and Steamer for Steaming Bread,
With which Hot Water can be had in 1 minute and Steam
in 1 1/2 minutes.



For
Wood
Fire

For
Gas

BAKE OVEN GAS BURNER, SEVEN SIZES

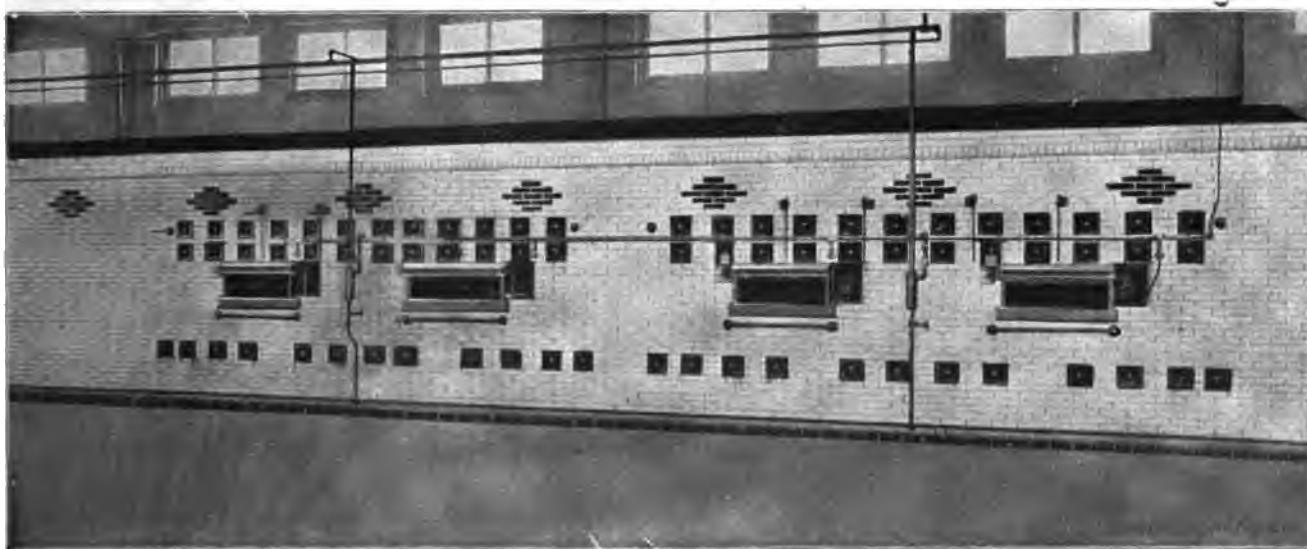
When ordering burner state length and width of oven. Inside
Write for description and price list

FRANCIS J. ALBRECHT

1146 PENN AVE., near P. R. R. Depot PITTSBURGH, PA.

The installation of a good oven has helped more in the establishment of many successful bakeries than any other factor. Let the Condon Baking Co. tell you why their plant is equipped with

PETERSEN OVENS



Battery of PETERSEN Ovens erected for Condon Baking Co., Charleston, S. C.

PETERSEN OVENS are built only by

THE PETERSEN OVEN COMPANY

ESTABLISHED 1879

Main Office: 112 W. Adams St., CHICAGO, ILL.

Eastern Office:

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Western Office:

508 Pacific Building, SAN FRANCISCO, CAL.

Let them know that you read the ads. in BAKERS REVIEW.

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THE RESULT OF 28 YEARS OF EXPERIENCE



Patented May 22, 1906—Oct. 4, 1910—Jan. 20, 1914—Other Patents Pending

THE BEST THERE IS—IS THE BEST TO HAVE

The corners are rounded—

—no dirt or grease can collect

The “Ekco” spreaders are strong—

—The pans keep in shape

The “Ekco” curved steel protection plates are sturdy

The peel cannot injure the end pan

The wrapped strapping is sanitary

No rivet spots on loaf.

WRITE FOR CATALOGUE.

Edward Katzinger Co.

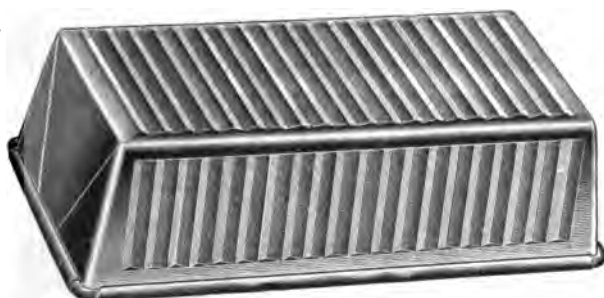


Manufacturers Chicago

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Pans and Racks

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<i>Hearth Bread Pan Co., New York, N. Y.</i>	29	<i>Katsinger Co., Edward, Chicago, Ill.</i>	26
<i>Henis, W. G. & Sons, Philadelphia, Pa.</i>	27	<i>Lockwood Mfg. Co., Cincinnati, O.</i>	30
<i>Jaburg Brothers, New York, N. Y.</i>	27	<i>Maag Co., The August, Baltimore, Md.</i>	28
<i>Union Sanitary Rack Mfg. Co. Albion, Mich. 27</i>			



PANS! PANS! PANS!
Every Size — Every Style
QUALITY THE BEST

JABURG BROTHERS
 NEW YORK

Main Office: 10-14 Leonard Street



**The Trough That Will Increase
 Your Dough**

Welded, no rivets. White enamel finish.

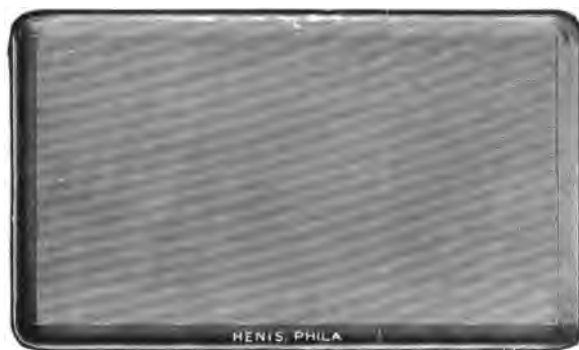
This dough trough is made of best steel and so manufactured that it is absolutely sanitary. Union Sanitary Racks and Dean Sanitary Shelves are essential in modern bakeries.

Send for complete catalogue

UNION SANITARY RACK MFG. CO.
 ALBION, - - MICH.



**Cracker
 and Biscuit Pans**
 ESTABLISHED 1860



Steel Pan

Our steel pans are made from a specially prepared steel, of a uniform gauge, with a smooth surface and of a tough, durable steel; they are bound with 5-16 ins. electrically welded rods and are guaranteed absolutely flat and free from buckles. We will guarantee these pans to wear longer and give better service than any other pan on the market.

W. G. Henis' Sons & Co.

Manufacturers

No. 1347-1349 Ridge Avenue

Philadelphia, Pa.

KLEEN-KRUST

RIVETLESS

REG. U.S. PAT. OFF.

"STEEL-SHOD"

PATENTED JAN. 21, 1913 - PATENTS PENDING

BREAD PANS

*The
Enduring Pan
for the
Faultless Loaf*



Until the
Intro-
duction
of the



KLEEN-KRUST RIVETLESS "STEEL-SHOD" BREAD PAN

spotted and crippled loaves of bread were unavoidable.

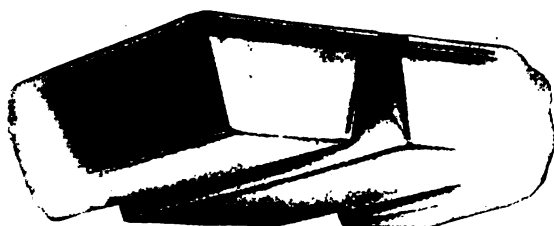
The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

1. The use of all rivets on the inside of the pans have been done away with—insuring a clean, spotless loaf. This feature alone should commend its use to users of the old style riveted pan.
2. The heavy, unsightly grease and dirt collecting "strap" has been done away with, and in its place a strong steel rod is used binding the pans together, and at the same time serving as a rim for each pan. This construction (see cut) is the most rigid and sanitary ever devised and materially decreases the weight of each set.
3. The bracing used between each pan is a part of the pans themselves, and is so constructed as to absolutely prevent any distorted or misshapen loaves.
4. "Steel-Shod" means the placing of sheets of steel in the outer face of the end pans in the set, absolutely armor-plating the surface and steering the peel underneath instead of smashing holes in the tin.

A free sample set of Kleen-Krust Rivetless "Steel-Shod" Bread pans is yours for the asking. Send for it now and see how they will improve the appearance of your bread and save you money. These pans are made in every size and style with square or rounded bottom edges.



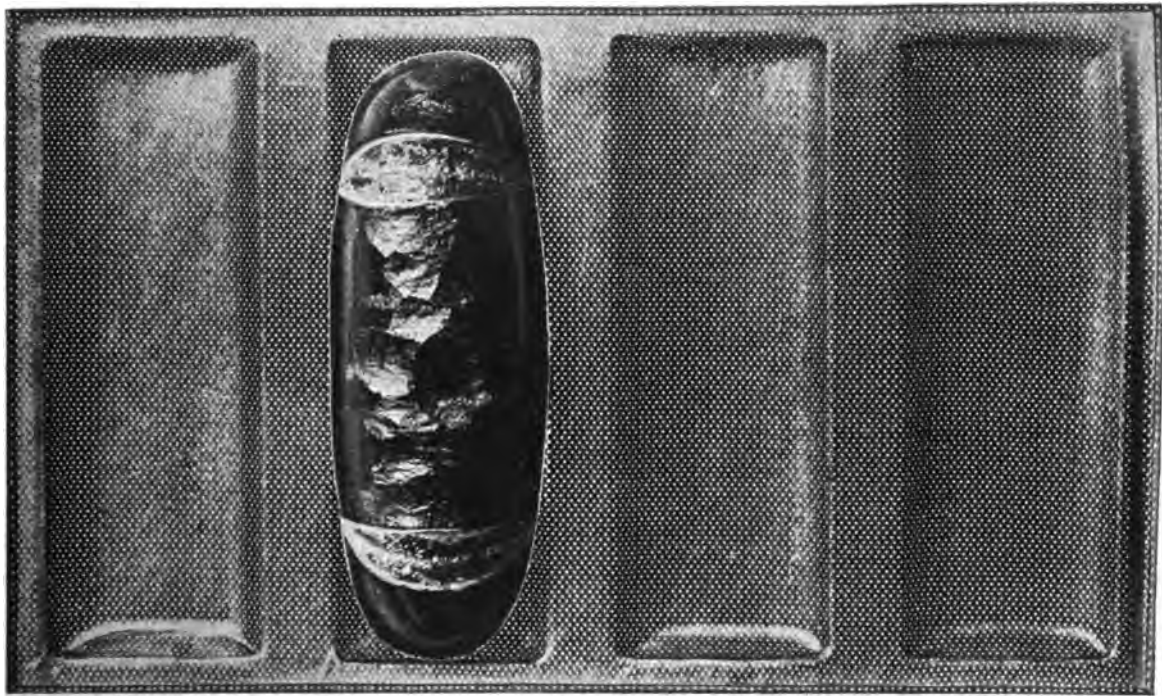
The above cut shows an End Pan with
"STEEL-SHOD" feature

The AUGUST MAAG Co.

107 Sharp St.

BALTIMORE, MD.

Now You Can Bake Better Hearth Bread



(Patent Applied For. Pfeil Design.)

—with this Hearth Bread Shell

THE illustration above represents the greatest advance in bread pan or shell construction that has been made during the last 20 years. It will revolutionize the method of baking hearth bread. It cuts the cost of baking Rye, Vienna, French or any other kind of hearth bread in half and permits of a better color and appearance. Eliminates bulged or crippled loaves

Saves—

Saves 50 per cent. of labor and time
Eliminates meal dusting
Saves space in the oven
Saves the expense of crippled loaves

Improves—

Improves color and shape of the loaf
Simplifies peeling
Proofed and baked in the shell.

This hearth bread shell can be used in any oven. Portable, Brick, Oldfashion, Revolving, Patent or Traveling. Are inexpensive and durable. Every shop where hearth bread is baked has immediate need for this shell.

Try a Sample Dozen

To demonstrate the efficiency, economy and advantages of this new Hearth Shell, send \$2 50 for a trial dozen 5-cent size. Money will be refunded if not satisfactory.

HEARTH BREAD PAN COMPANY

Room 313, WHITEHALL BLDG. :: NEW YORK CITY

SHOCK-ABSORBER

BREAD PANS

Here we illustrate three vitally important features of the shock-absorber bread pan. The "Shock-Absorber" feature, from a point of economy, means that your pans will last twice as long as heretofore. It acts as a guide for the peel, guiding the blade underneath the pan and relieving the shock of contact with the side of the pan.

Longer Pan Service

The shock absorber feature insures reduced costs in pan up-keep. Then, too, you get a better loaf since no rivets are used in the construction of the shock-absorber pan, therefore a spotted loaf is impossible. And again, they are more sanitary, since the spacing between the pans, which is accomplished by a sanitary wire brace, permits of easy and quick cleaning. No dirt or grease can accumulate.

Let Us Prove This to You

We are anxious to have all bakers know the superior quality of shock-absorber pans, but unless we have the opportunity to prove our claims we cannot accomplish this. Therefore, will you permit us to lay before you the facts and figures that prove beyond a doubt the wonderful economy that is obtained by their use, the greatly improved appearance of the loaf, and consequently increased sales. Write us to-day!

The Lockwood Manufacturing Co.

648-50 West Third St. Cincinnati, Ohio

Bread Pans--Bakery Equipment

New England Sales Office: 44 North Market Street, Boston



No. 1—Showing the shock absorber and Interlocking Corners



No. 2—"Lap clinch" strap-ping. No rivets used



No. 3 Sanitary Steel Wire Brace—do not prevent free circulation between pans

(Patented Jan. 17, 1911; Nov. 28, 1911; Dec. 17, 1912; Aug. 10, 1915, Other Patents Pending)

Boxes and Baskets

*Hinde & Dauch Paper Co., Sandusky, O.
Lewis Co., G. B., Watertown, Wis.*

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*Puffer-Hubbard Mfg. Co., Minneapolis, Minn.
Sefton Manufacturing Co., Chicago, Ill.*

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that's the
fundamental
idea back of
the

**Sefton
Bread
Box.**

You want a box that's air-tight,
strong, light, sanitary; a box that
will carry bread safely, cleanly,
cheaply. This is it.

You want a box that's as well made
as a box can be made; you'll get it,
when you use the Sefton Bread Box.

Send for our booklet,—
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you'll find it really helpful.

"Ask your paper jobber."

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Deliver your bread in HUBBARD'S Folding Delivery Boxes THE SANITARY WAY



Our wooden FOLDING DELIVERY BOXES are de-
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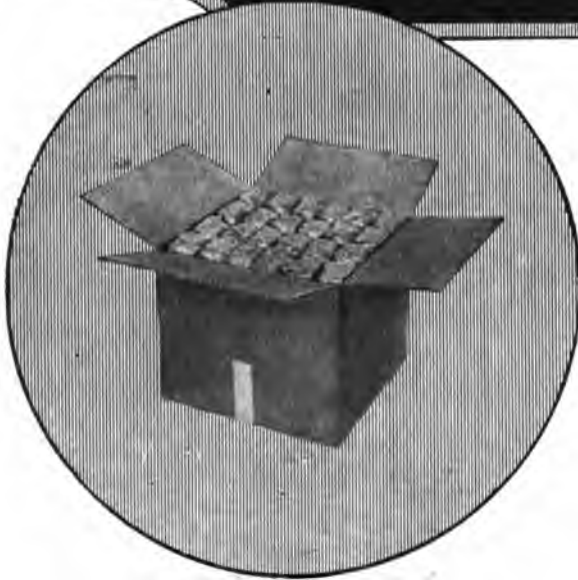
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AND, -



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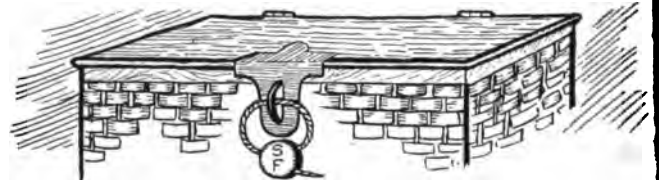
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of the BREAD consumed is baked at home because the housewife thinks it cleaner and better than the bakers' loaf.



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satisfies her as to its cleanliness and tends to convince her that the quality is superior.

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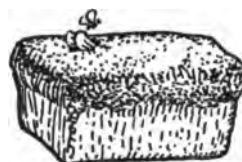
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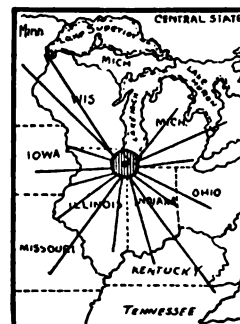
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Dry Milk, Malt Extract

and Egg Products

Malt Extract

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—to bread. In a booklet published for your interests we describe many vitally important subjects that all bakers should know who use malt. It will be a pleasure for us to mail you a copy for your perusal. In the meantime, why not try OP Malt Extract?



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“The Milk Powder with the Milk Flavor”

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That's why we retain in our powder the real milk flavor

So that a less quantity can be used with satisfactory results

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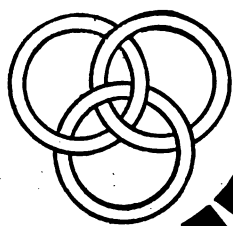
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You add **PERFECTION**
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The only claim to yeast food efficiency in malt extracts, flours, powders, etc., is their maltose content. **CROWN MALTOSE** is the last word in yeast food, because it contains more maltose (malt sugar) than any other malt product on the market. It is, therefore, the **MOST EFFICIENT YEAST FOOD** and **MOST ECONOMICAL** since it goes farther.

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The General Baking Co. of Boston is selling from 5,000 to 8,000 of these slices daily.

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for delivery between April 1, 1916, and April 1, 1917.

Be prepared and contract early.

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We have not sold and will not sell any Milk Powders
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The Genuine and Always
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DIASTO Must be Good

It's often imitated—
but never equalled



Registered in the U. S. Patent Office.

DIASTO

The Malt with the High
Diastatic Power
(160° Lintner Test)

DIASTO is in a Class of
its Own without a Single
Competitor

Read what the Trade has to say:

A Pennsylvania Customer writes:

Speaking of the Relative Value of Liquid Malt Extract and DIASTO (malt flour) for baking purposes, we are in a position to say that DIASTO is far superior for bread baking purposes than Liquid Malt Extract.

Bakers must not get confused with the idea that all Malt Flours are alike, or that Malt Flour is Malt Flour; as this is a great mistake.

For the past 20 years we have used all the makes of Malt Flour and Liquid Malt Extracts obtainable, but neither of the Extracts or Flour could in any way be compared with DIASTO for results. DIASTO (malt flour) is cheaper and gives excellent results which cannot be surpassed by any Liquid Malt Extract. As to Malt Flour, DIASTO is in a class of its own without a single competitor.

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Packed in 175 lb barrels; 70 lb drums; 25 lb pails.

CHAS. MECHEL MFG. COMPANY, Sole Manufacturers, MILWAUKEE, WISCONSIN



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saving money in view of the high price
of sugars. Are you one of them?

CORN PRODUCTS REFINING COMPANY
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A ONE-SIDED diet is neither healthy for people nor for yeast. Yeasts that grow on sugars alone soon lose their strength. They require nitrogenous and mineral feeds as well.



THE NEW BREAD IMPROVER IN DRY FORM

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ENZYMO contains sugar and sugar forming bodies.

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ENZYMO gives mineral food because of its high ash content.

These are some of the reasons why **ENZYMO** saves yeast and gives greater gas evolution with less sugar in the dough.

The balanced yeast diet guarantees a strong uniform fermentation.

Healthy fermentation means even texture, tenderness, good volume, and rich bloom in the bread.

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Old Method

Slow,
Unsanitary,
Costly



The
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Quick, Sani-
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STORAGE EGGS

versus

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You take big chances.
You have musty and other faulty eggs
to contend with—
Result, spoiled goods—lost trade
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You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, Increased trade—time
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SAVED

We can supply whole eggs, separated whites or yolks.
Used by most successful bakers. Be one of them.
Will gladly send full particulars

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T. A. FAULDS CO.'S TAFACO CAKE

We supply everything but Labor—Eggs—and Shortening and there's big profit in Box Cake Making when you use FAULD'S CONCENTRATED BOX CAKE MIXTURE which comes in four varieties: Gold, Silver, Chocolate, and Creole. Here are the cold facts:—

We sell you a barrel of *Concentrated Box Cake Mixture* and charge you \$25.00—5% cash discount if paid in 10 days, makes the price \$23.75.

We give you with every barrel of Box Cake mixture 630 Box Cartons, 630 Wax Paper Wrappers, 630 Seals, Milk Product, Butter Flavor, and Icing Powder enough to manufacture 630 box cakes.

Each barrel of Concentrated Box Cake Mixture weighs 210 pounds.

The total output of one barrel of mixture is 630 cakes.

Sold at wholesale for 8 cents
per box means . . . \$50.40

Sold at retail for 10 cents per
box means . . . 63.00

Now for the material cost to the baker in producing 630 box cakes.

You will use one barrel of mixture \$23.75

You will use 44 pounds of Compound Lard at 8 cents . . . 3.52

You will use 22 pounds of eggs at 20 cents . . . 4.40

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*Net profit per Bbl.,
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Mail us your check for \$16.50 and we will forward, charges prepaid to your address our trial offer of one-half barrel of our Concentrated cake mixture in two varieties of your selection, and six special box cake pans. Also 315 cake boxes, 315 wax paper wrappers, 315 cake seals, milk product and butter flavor, and icing powder. This will make you 315-10 cent cakes complete. After a fair trial if you are satisfied with our product we will give you exclusive rights for your city.

We allow freight on all shipments of two or more barrels. Goods positively sold only in barrel or half barrel lots.

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Twenty-four years have gone by since MALT EXTRACT

was first introduced in this country. For some fifteen years it was used in a haphazard manner and only now and then as interest was aroused by another call of the Malt Salesman.

The growth of the use of Malt during the last nine years has been wonderful.

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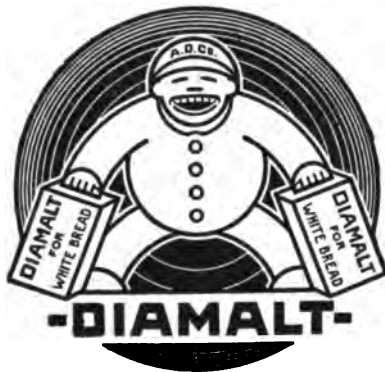
has played an important part in standardizing methods of use. We made one quality DIAMALT when we started and have made the same quality, and only one quality day in and day out ever since. It's a dependable Malt.

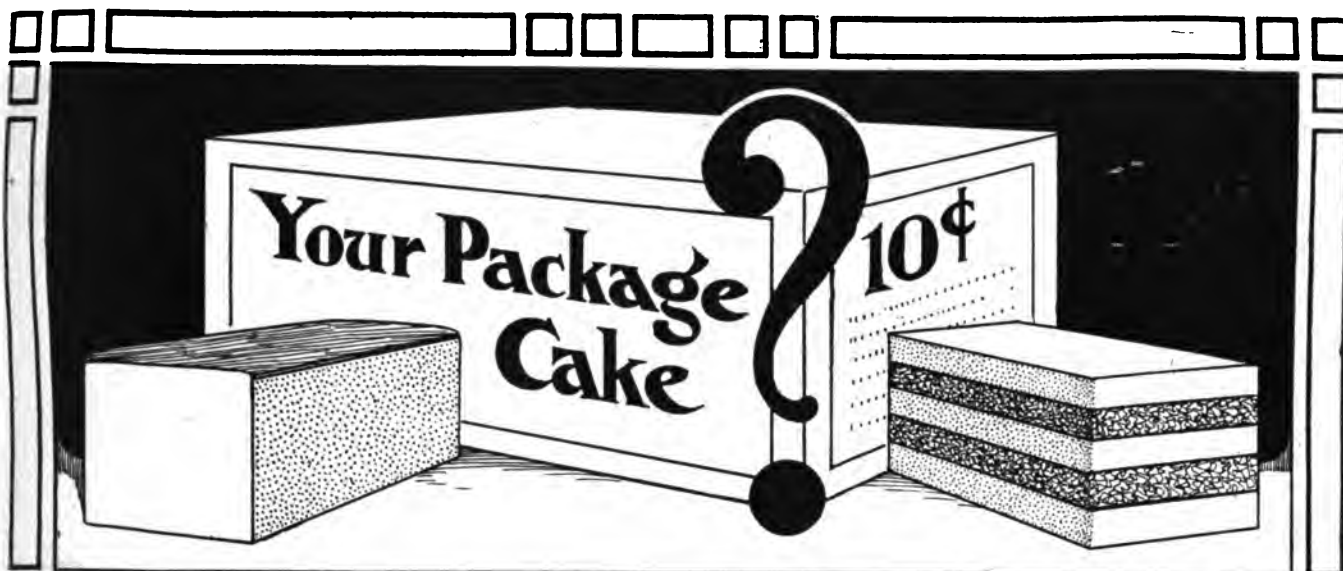
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Warehouses Located in the Larger Cities to Provide
for Prompt Distribution





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If you are now having trouble with your box cake question—if you have not succeeded in winning over the bulk of the package cake business in your town—we can help you do it!

Package cake is the best leader any baker can have. It will open up new channels of trade, will win him a wider patronage, and will earn for him the reputation of a quality baker. The best package cake is made with the best materials—

“JO-LO” Specialties for Bakers

Years of experimenting and a thorough knowledge of the actual need of package cake ingredients has enabled us to put out the following high grade specialties:

“JO-LO” SNOW-WHITE
 “JO-LO” DRY EGG
 “JO-LO” EMULSIONS
 “JO-LO” SPICES

{ This is the combination needed
 for the baking of package cake,
 plus the flavoring, flour and
 shortening.

Let us do for you what we have done for many other bakers. Our representative will demonstrate and show you just how to make the cake; give you valuable advice and assistance; and the trial will cost you nothing.

Cut the Coupon to the Right

—mail it today, and you will receive by return mail full particulars of our package cake proposition and details of how our representative will demonstrate in your shop.

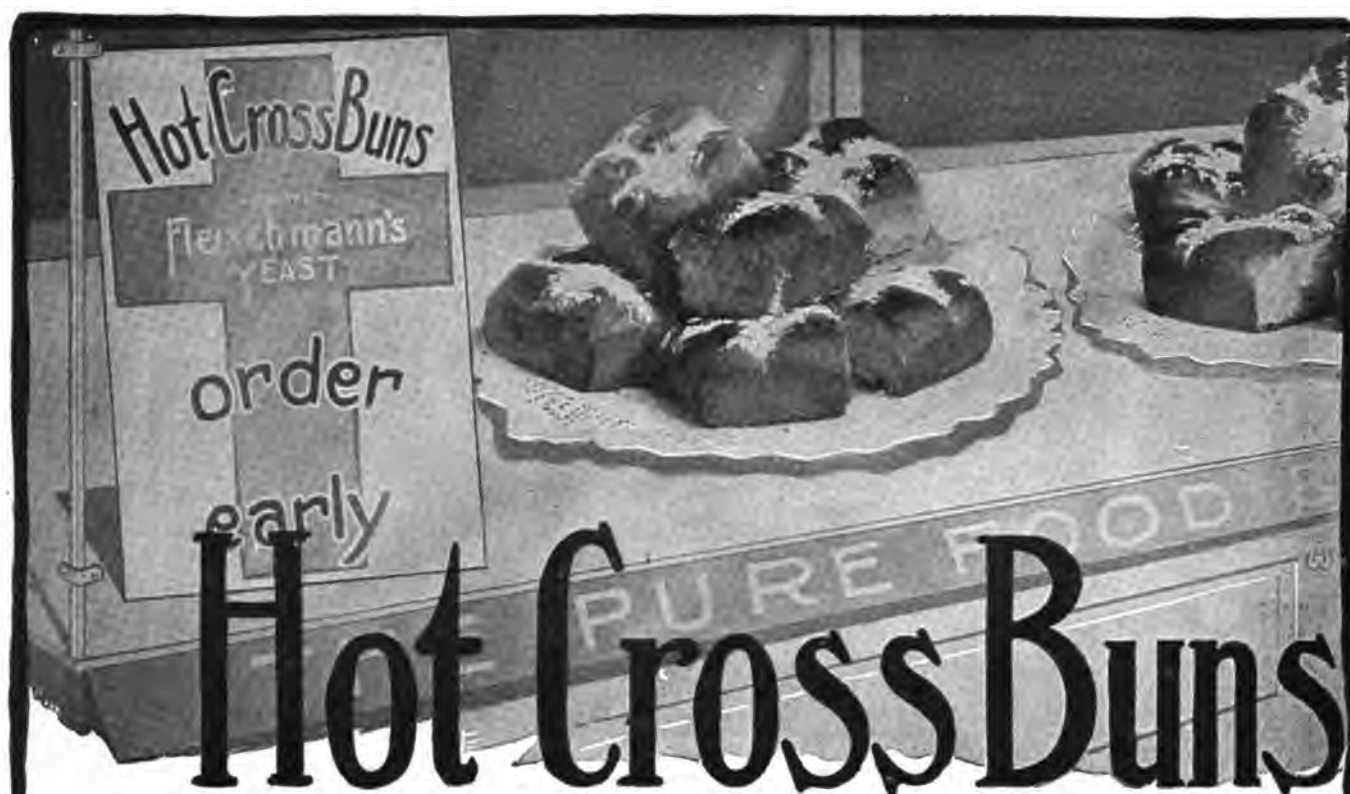
JOE LOWE CO.
 303 Greenwich Street
 New York, N. Y.

Joe Lowe Co.,
 303 Greenwich St.,
 New York, N. Y.,

Gentlemen:
 Please send me full particulars regarding your package cake specialties, and let me know when you can arrange to send your representative.

Name
 Address
 State

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Hot Cross Buns "belong" with Good Friday like turkey does with Thanksgiving. And like turkey, these buns are just as delightfully good at one time of year as another—it's really strange they're not made oftener.

Good Friday comes on April 21st this year—be ready with the Hot Cross Buns. Here's a good recipe:

50 lbs. Flour (8 lbs. winter flour)
 (42 lbs. spring flour)
 24 lbs. Water
 3½ lbs. Sugar
 3½ lbs. Lard
 ½ lb. Salt
 1 lb. Fleischmann's Yeast

2½ lbs. Condensed Milk
 (or 1¼ lb. Milk powder & 1 lb. additional sugar)
 ½ lb. Malt Extract
 12 lbs. Currants
 3 pints Eggs
 2 oz. Ground Cinnamon
 1 oz. Ground Mace

This is a 5½-hour process, mixing at 82° F., and allowing for three risings to full proof.

The ingredients mentioned above will yield about 100 lbs. of dough. Buns may be scaled from 16 to 20 oz. per dozen.



THE FLEISCHMANN CO.

THE MARK OF



PURITY

The best Macaroons and Finest Pastry are made with my Almond Paste. Don't be misled, when ordering, by the old excuse of "just as good." Accept nothing but my genuine paste, which is the original and the standard.

ON THE MARKET SINCE 1875

RECIPES FOR MAKING ALMOND PASTE MACAROONS

Rub together

2½ lbs. Standard Granulated Sugar.

2½ lbs. Standard Powdered Sugar.

1 pt. Egg Whites.

Then add

5 lbs. Heide's Genuine Almond Paste sliced thin, rub thoroughly until it is smooth.

Now add

Another pint egg whites slowly and rub thoroughly.

Drop on pans lined with double papers.

Press the macaroons down with a wet cloth.

Bake in a cool oven to a light brown.

The oven door and damper should be left open until the macaroons have spread, then the door and damper should be closed in order to give them the proper color without baking them too long.



HENRY HEIDE

78-90 VANDAM STREET, 313-321 HUDSON STREET,

NEW YORK

THE ORIGINAL READ

3 Types

3 Speed

Cake Mixers



Model D Type, 1916

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We

Ship Yours ?

The Read Machinery Co., York, Pa.

Look Ahead

The live baker of today is building for tomorrow. Efficiency and economy **now** mean increased business and increased profits **then**. No mistaken principles there, for they have been worked out by the country's prosperous bakers. Many of these have installed

American Bakery Equipment

For really efficient work it can't be beat. The American Divider does not kill the dough; the American Rounder rounds up the dough with a perfect skin, and the American Proofer is another profit maker for the baker

However, the best way to get a real line on our productions is to see them in actual operation in the country's baker-shops. A few bakers (at least) in your district have American equipment. Do you want their names? **Write.**

American Bakers' Machinery Co.
9th and Clinton Sts. St. Louis, Mo.

A Most Profitable Business

is that of the baker who hitched up to the **GEM** Doughnut Machine. This little wonder is now in constant use in most of the country's big bakeries.



Here is one of many testimonials:

We have used your machine with great success and it will turn out the finest and best fried cake that we ever made in our 25 years of experience. Would recommend it to any baker, and if he is careful to have his grease at the right temperature it will never fail him. Wishing you every success in your efforts to benefit the trade.

Yours very truly,
George Painton, Sr.
Elmira, N. Y.

This machine will cut 120 to 140 doughnuts a minute, so that you can fill ordinary kettles holding from three to four dozen, fast enough that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time. **Will You Have One?**

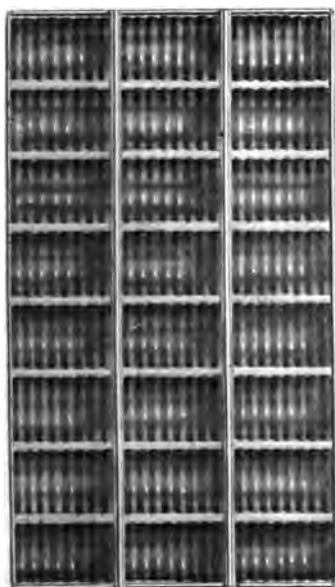
BAUM & SCHOEL
Manufacturers WATERLOO, IOWA

Machinery and Equipment

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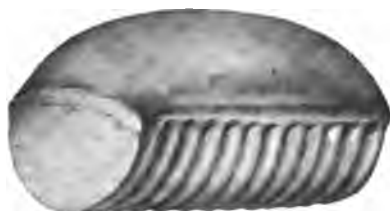
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The Krispie Krust Roll Pans, Twenty-four to the Set

\$1.50 Per Set of 24—



This Illustrates the Krispie Krust Roll

GOOD FOR CAKES TOO

Size of each roll or cake:
3½ inches long by 2 inches wide



This Illustrates a Roll Baked in the Sandwich Roll Pan

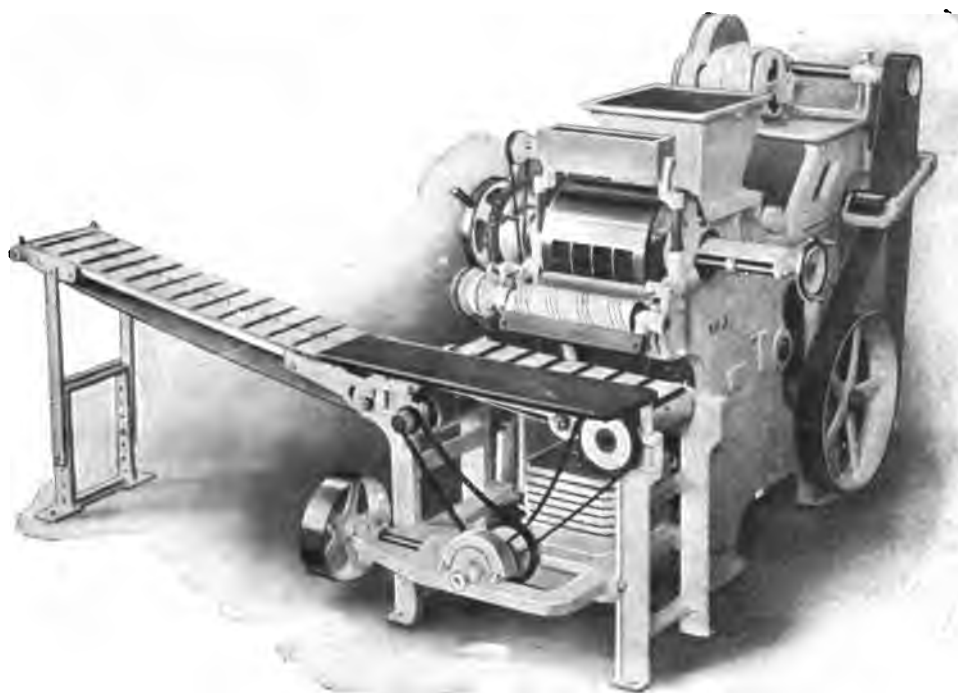
Size of each roll: 4 inches in diameter



Here Are the Pans That Bake Sandwich Rolls Twenty-four to the Set

\$1.50 Per Set of 24—

JABURG BROTHERS 10 Leonard St. New York



No. 3—4 pocket Automatic Dough Divider. Scales from 10 to 26 ozs. and turns out from 2800 to 3800 loaves per hour. Belt or motor drive. We make larger or smaller sizes.

Re-orders and What They Mean

Every baker knows that the success of his business depends on re-orders. Something is wrong if customers do not come back. One must bring others, and to secure the others, the one sale must be satisfactory and beneficial to the buyer.

If the most careful buyers in the field having thoroughly tried the goods, come back for more, it means that the goods are unquestionably satisfactory and beneficial.

A list of our sales shows a very large proportion of repeat orders—in fact
“Our Sales Tell The Tale!”

DUTCHESS TOOL COMPANY
Beacon, N. Y.

The Hobart MIXER

READ WHAT
THIS BAKERY
SAYS —

Hobart Mfg. Co.,
Troy, Ohio

44 East Street, Holyoke, Mass.

March 1, 1916

Gentlemen:

I bought a Hobart Mixer last August, and am doing all my cake and bread mixing with it.

I wish to congratulate you about your machine. I think it is heavier built, and better adapted to do the work, than any other machine I have seen.

My sales have increased, because your machine is turning out better cakes and better bread than it was possible for us to do by hand. I thank you for your excellent and I think perfect machine.

Yours respectfully,
Chas. G. Hunter

Don't Go Through Another
Summer Without a Hobart

A n elaborate
new illustrated
catalog just off
the press. Write
for your copy.

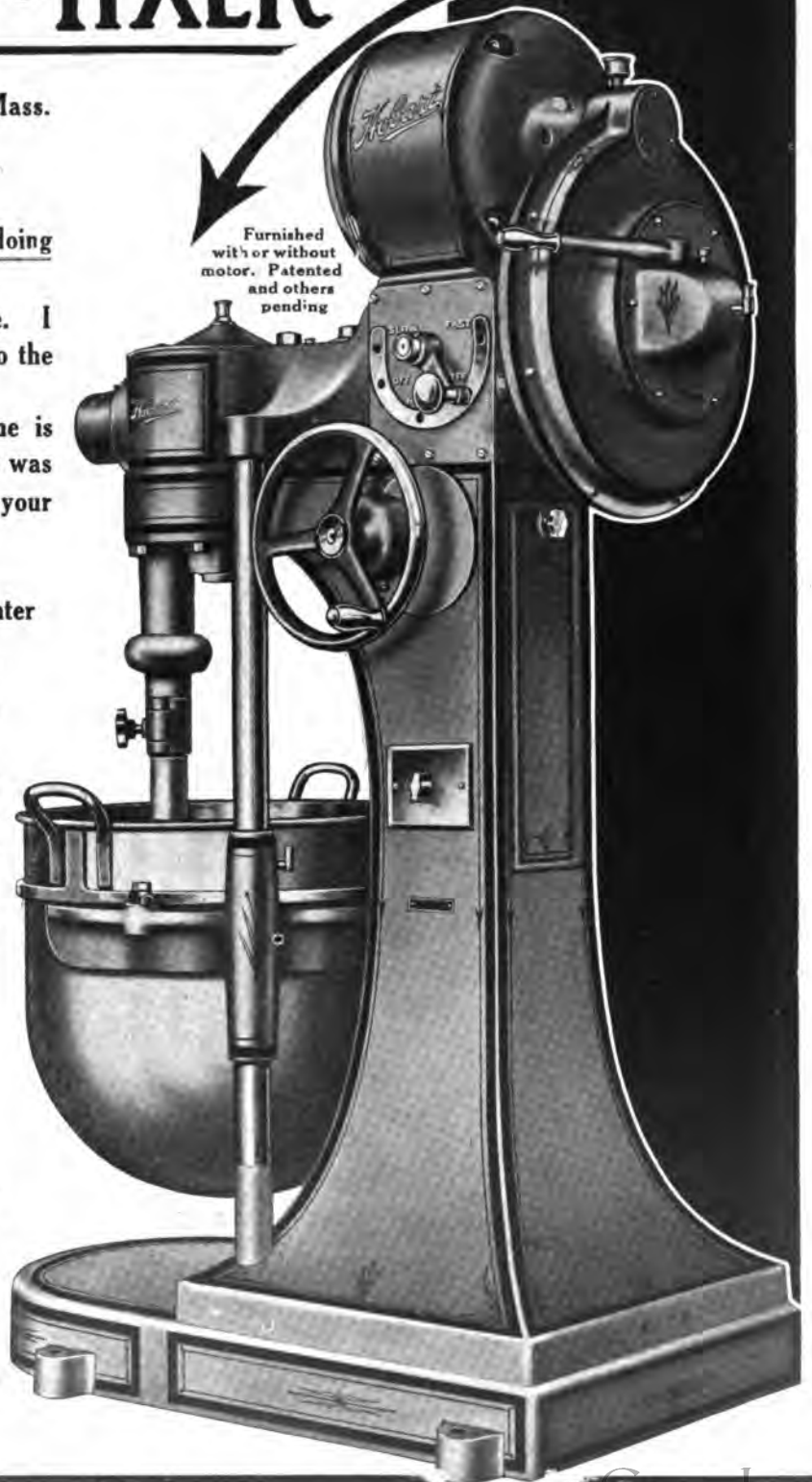
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TROY

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Offices and Sales Rooms in All Principal Cities



Furnished
with or without
motor. Patented
and others
pending

3,500 Loaves or 600 Doz. Buns Por Hour

Some Record!

Isn't it? But that's just what the

Union Combination Bread & Bun Rounder

does—and does well. Simple—self-adjustable—compact—practically self-cleaning—no chance for loaves to double—and requires only three-fourths horsepower to operate.

All this at a saving of 50% in first cost

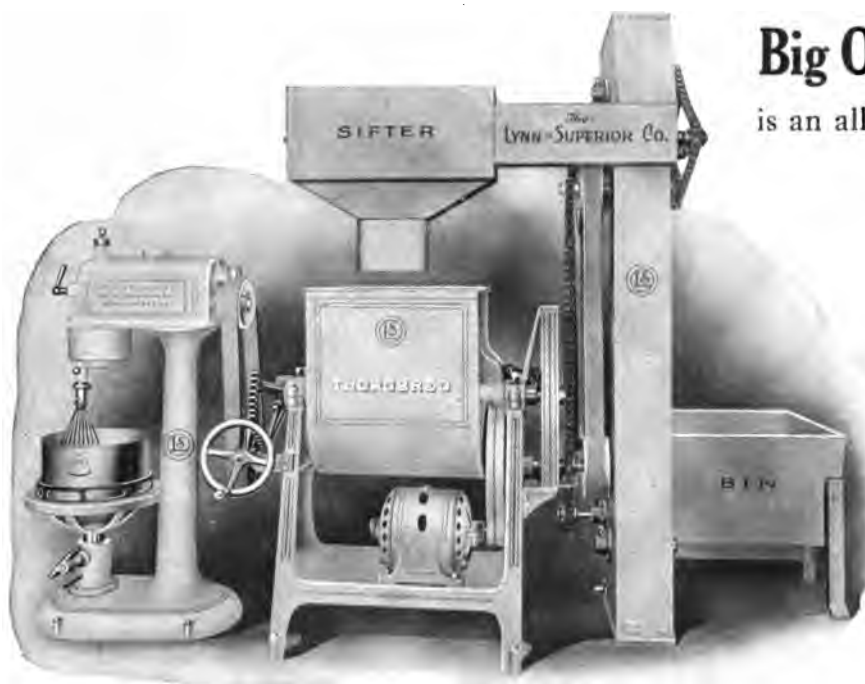
Are you enough interested in modern and efficient bakeshop methods to write today for full particulars, which you can have without obligating yourself.

The Union Wrapping Machine Co.

Joliet, Illinois



Patented Aug. 1st, 1915



Big Output--Small Outlay

is an alluring proposition to the baker but it is not too much to expect from dependable

"L-S" Equipment

You are assured of a dough mixer of enviable reputation, and dry, silky dough with the maximum yield.

Cake and egg operations are made easy, and costs cut to the low notch with the Four-speed "L-S" cake mixer.

No time lost in lifting and sifting flour in the old hand method of make-ready.

Let machines do your hard work—*let good machines do it*—let them be 'L-S' make and you will prosper. *Send a card today.*

The Lynn-Superior Company
Cincinnati, Ohio.

THE CHAMPION Long Loaf Moulder

The only moulding machine on the market, built without using babbitt. We use "Hyatt" Roller Bearings throughout.

Has patented features which no other machine on the market has.

Only moulder that will mould more than one size loaf without use of an extension device.

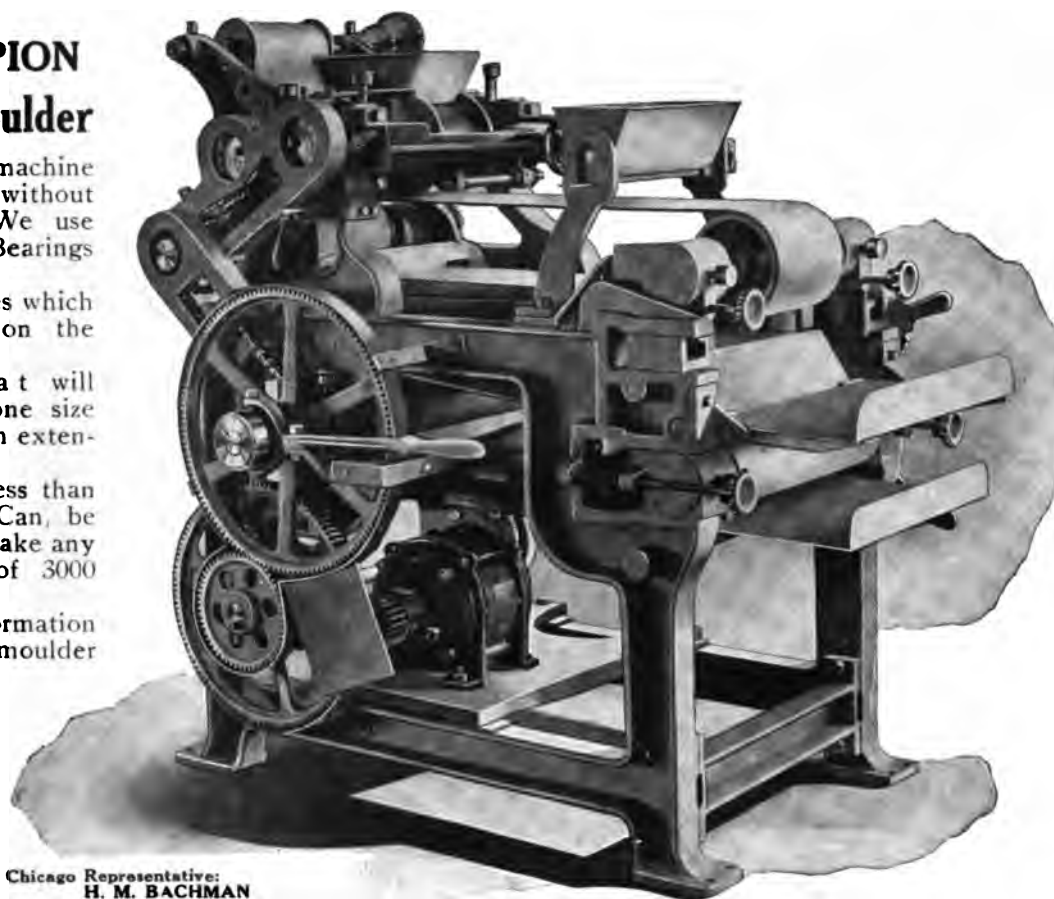
Injures the dough less than any other make. Can be quickly adjusted to take any size loaf; capacity of 3000 loaves per hour.

Write us for full information regarding the latest moulder on the market.

Under no obligations to us whatever.

**Champion
Machinery
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Joliet, Ill.**

Chicago Representative:
H. M. BACHMAN
Room 231, 175 W. Jackson Blvd.



Rockwell's Time-Tested Bakery Machinery

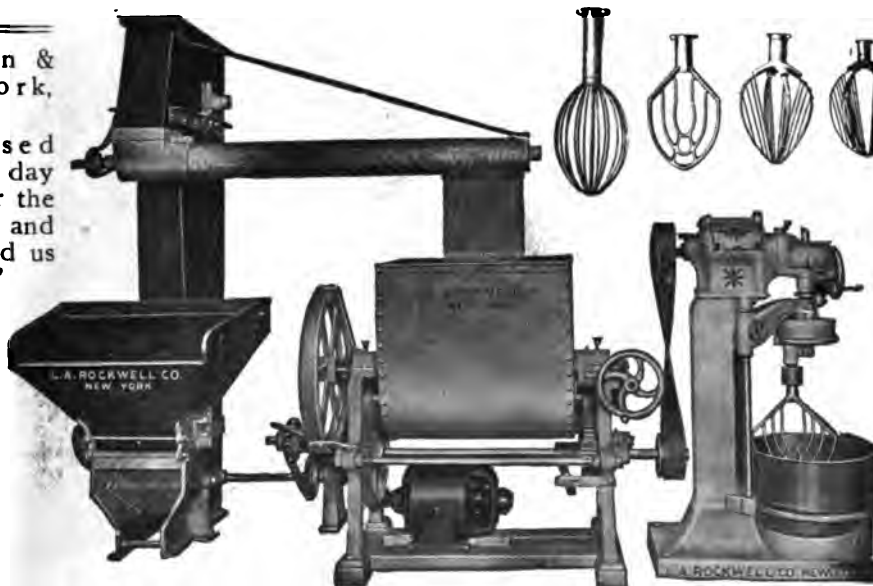
BUILT BY THE OLDEST ESTABLISHED MANUFACTURERS IN THE UNITED STATES

ESTABLISHED 1876

S. Cushman & Sons, New York, N. Y., write:

"We have used this machine day and night for the last two years and it hasn't failed us a single day."

**20 Rockwell
Dough Mixers
in use by the
Shuks Bread
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Robt. A. Johnston Co., Milwaukee, Wis., write:

"Your Sifter is feeding two large mixers and it gives excellent satisfaction. We would n't part with it for twice its cost." What others have to say about this machine mailed upon request.

**ROCKWELL'S ORIGINAL COMBINED SIFTER,
ELEVATOR and FEEDER**

Patented March 2, 1910

Buy the Original and Avoid a Lawsuit

ROCKWELL'S RELIABLE DOUGH MIXER
Simplest and most durable machine on the market to-day.

All machines equipped with our Safety Lever for releasing the power on the blade immediately in case of accident to the operator.

EXCELSIOR CAKE MACHINE

Bronze bearings throughout.

Guaranteed to do better and quicker work than by hand or with any other machine.

COMPLETE FLOUR HANDLING SYSTEMS OUR SPECIALTY

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L. A. ROCKWELL CO.

Formerly Fowler & Rockwell, 430-32-34 Smith St., Brooklyn, N. Y.
Manufacturers of Complete Line of Bakery Machinery

The Standard Pan Cleaning and Greasing Machine

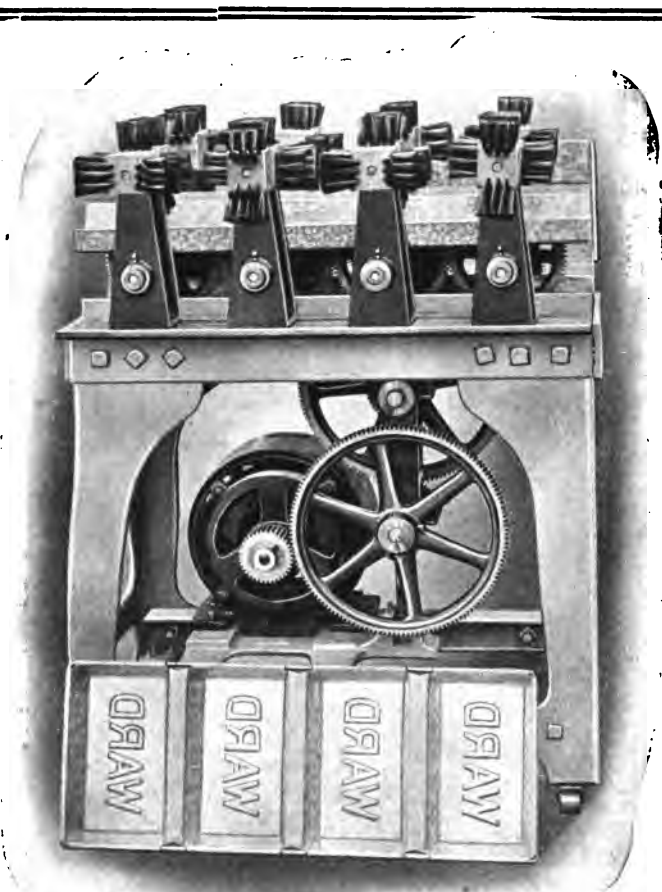
is made to clean and grease pans of all sizes and shapes—with the uniform perfection impossible by hand work—and it saves time, money and trouble. Used in most of the successful bakeries in this country—and the only machine of its kind.

*On this machine, one-half pound of lard will grease at least 2,000 pans, with a **UNIFORM PERFECTION** unapproached by any other method.*

When do you want yours?

GOTTSCHALK & CO., Inc.

Reedsville, Pa.



THE RIGHT WRAP

IS MADE BY

**The
Pneumatic-Standard
Bread Wrapping
Machine**



Right because it is made right.
Right because it looks right.
Right because it works right.
Write for right particulars.

PNEUMATIC SCALE CORPORATION, Limited

Main Office and Factory: NORFOLK DOWNS, MASS,

Chicago

New York

Kansas City

Toronto, Ont.

W. & C. Pantin, 147 Upper Thames St., London, Eng.



The Thomson Standard Loaf Moulder

is the ORIGINAL and the LEADER. It has been the leader for 12 years.

WHY?

Because the PRINCIPLE is correct; QUALITY of loaf produced is perfect; CAPACITY large enough for any requirement (up to 6,000 per hour) and because of its DURABILITY.

Many machines are in operation today on which more than 25 MILLION loaves have been moulded.

Now is the time at the beginning of this New Year for YOU to begin the saving in time, labor and money this machine will effect for you if you will only let it. WILL YOU?

A postal will bring you full information.
Mail it NOW.

REMEMBER

We furnish complete AUTOMATIC OUTFITS
and FLOUR HANDLING EQUIPMENT.

Let us quote on your needs.

Get ready for the big business that is coming.



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MAIN OFFICE and WORKS
BELLEVILLE, NEW JERSEY

THE HOUSE OF SERVICE
JOHN J. HOPPIN, President

CHICAGO OFFICE
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Largest Manufacturers of Bakers' Machinery, Exclusively, in America.

George E. Gowdy, Southern Representative, 2079 College St., Jacksonville, Fla.

Member National Association of Master Bakers

The Standard Pan Cleaning and Greasing Machine

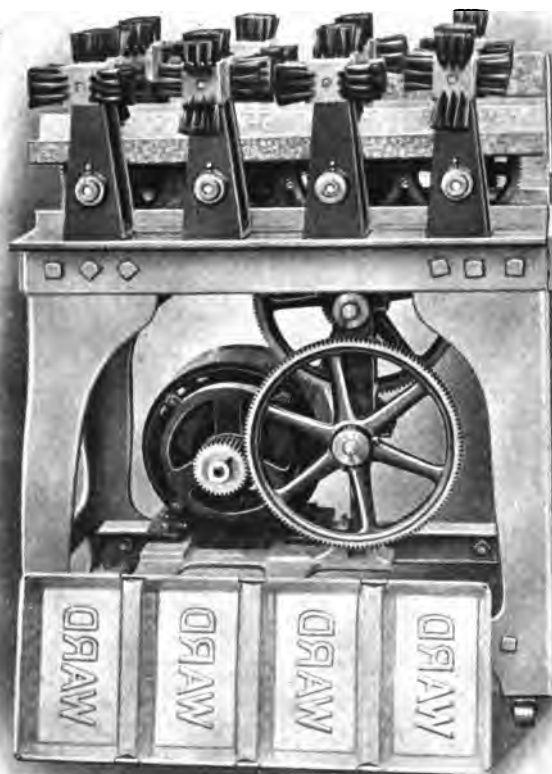
is made to clean and grease pans of all sizes and shapes—with the uniform perfection impossible by hand work—and it saves time, money and trouble. Used in most of the successful bakeries in this country—and the only machine of its kind.

*On this machine, one-half pound of lard will grease at least 2,000 pans, with a **UNIFORM PERFECTION** unapproached by any other method.*

When do you want yours?

GOTTSCHALK & CO., Inc.

Reedsville, Pa.

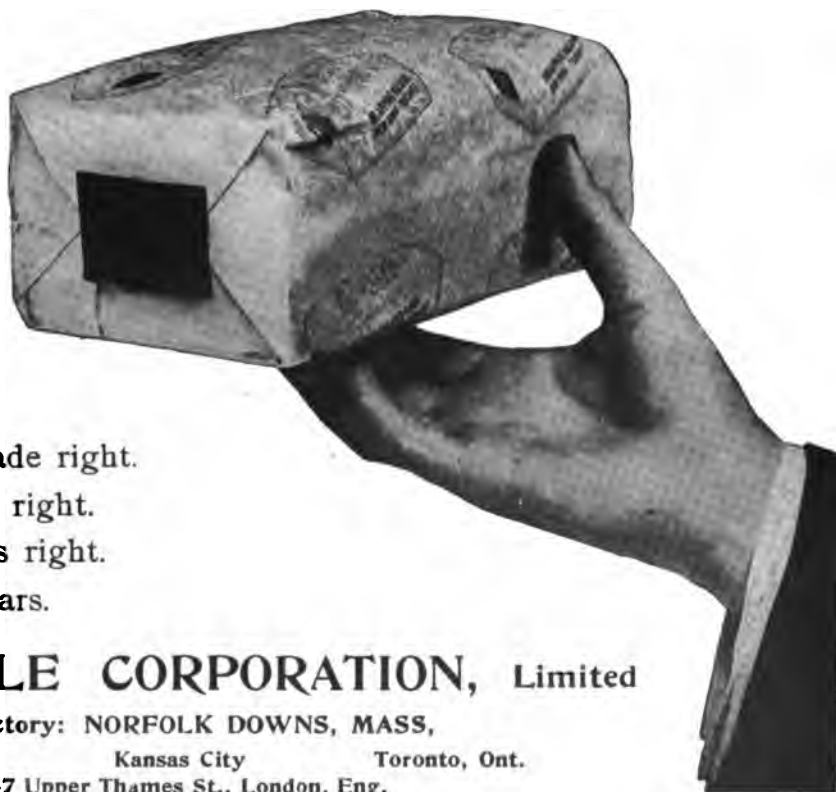


THE RIGHT WRAP

IS MADE BY

The Pneumatic-Standard Bread Wrapping Machine

Right because it is made right.
Right because it looks right.
Right because it works right.
Write for right particulars.



PNEUMATIC SCALE CORPORATION, Limited

Main Office and Factory: NORFOLK DOWNS, MASS,

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New York

Kansas City

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Mail it NOW.

REMEMBER

We furnish complete AUTOMATIC OUTFITS
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Let us quote on your needs.

Get ready for the big business that is coming.



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CHICAGO OFFICE
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Largest Manufacturers of Bakers' Machinery, Exclusively, in America.

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Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

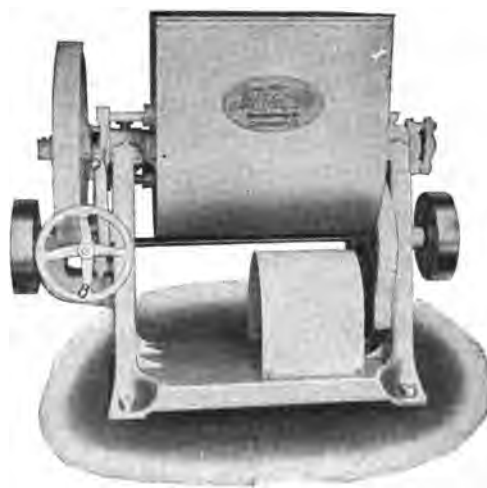
A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

Ask for detailed description and price.

The J.H. Day Company
1144 Harrison Ave., Cincinnati, O.

Here is the Latest Type Triumph Dough Mixer

***Safety First
Friction Drive***



Built in One to Four Barrel sizes.
Finished in Sanitary, White enamel.
Fitted with pulley or motor, gas or
gasoline engine.
Two extension pulleys on motor drive.

To avoid accidents—all gears enclosed.
Mixer can be started or stopped without shutting off power.
Note plain, simple design.
Uses less power—gives increased yield.
Bronze stuffing boxes. All cut gears.
Motor is covered—is easily cleaned.
One price—no extra charges asked.

*Write today for prices or ask our
Representative*

Place Your Order Now

The Triumph Mfg. Co.

3400-3408 Spring Grove Avenue

CINCINNATI, OHIO

Member National Association of Master Bakers



What Wm. C. Davis says about his Six Autocars:

"Their chief advantage is to cover territory no horse could possibly reach—that means new business"—is the way Wm. C. Davis, Home Bakeries, Camden, N. J. sizes up Autocar Motor Vehicles.

He uses six Autocars, one of which averages about 60 miles a day.

Autocars are used by well-known bakeries in the leading cities and our found to be prompt, economical and reliable at all times.

Write for illustrated catalog C and list of more than 3,000 concerns using Autocars in every line of business.

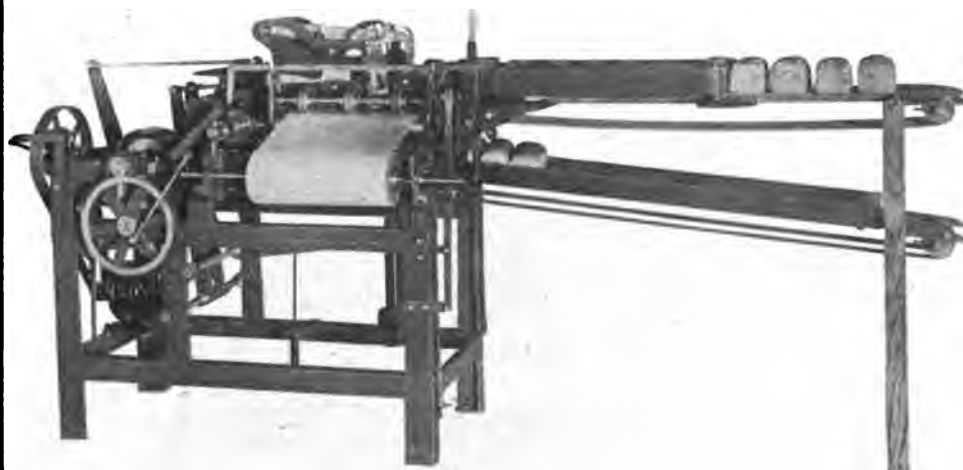
Chassis Price \$1650

THE AUTOCAR COMPANY

Ardmore, Pa.

Established 1897

MOTOR DELIVERY CAR SPECIALISTS



The New Model **HAYSSSEN** Bread Wrapping Machine

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

More than 150 HAYSSSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSSSEN MFG. CO.

SHEBOYGAN, WIS.

We're here on the job in your interests

We do not only "handle everything for the baker in the way of supplies, tools and utensils" but we also render our customers every possible service.

We are at your service

J. W. ALLEN & CO.

110-118 Peoria St. CHICAGO, ILL.

Every Baker's Problem: "How Can I Increase the Sale of My Bread?"

It is a veritable book of "recipes" for boosting the sale of bread or any other commodity.

It is free to you for the asking.

The price of flour is of small consequence compared to the problem of increasing the sale of your bread.

Bigger sales reduce the cost of production and increase your margin of profit per loaf.

This little book, "Hance Hand-Book of Business Boosters" it is called, tells you how to hold and win patronage against all competition—tells you how

other bakers and business men have done it, and are now doing it

This Book Tells You How!

Only one bakery in each community and surrounding territory can secure the right to use these plans.

Which Will It Be? You or Your Competitor?

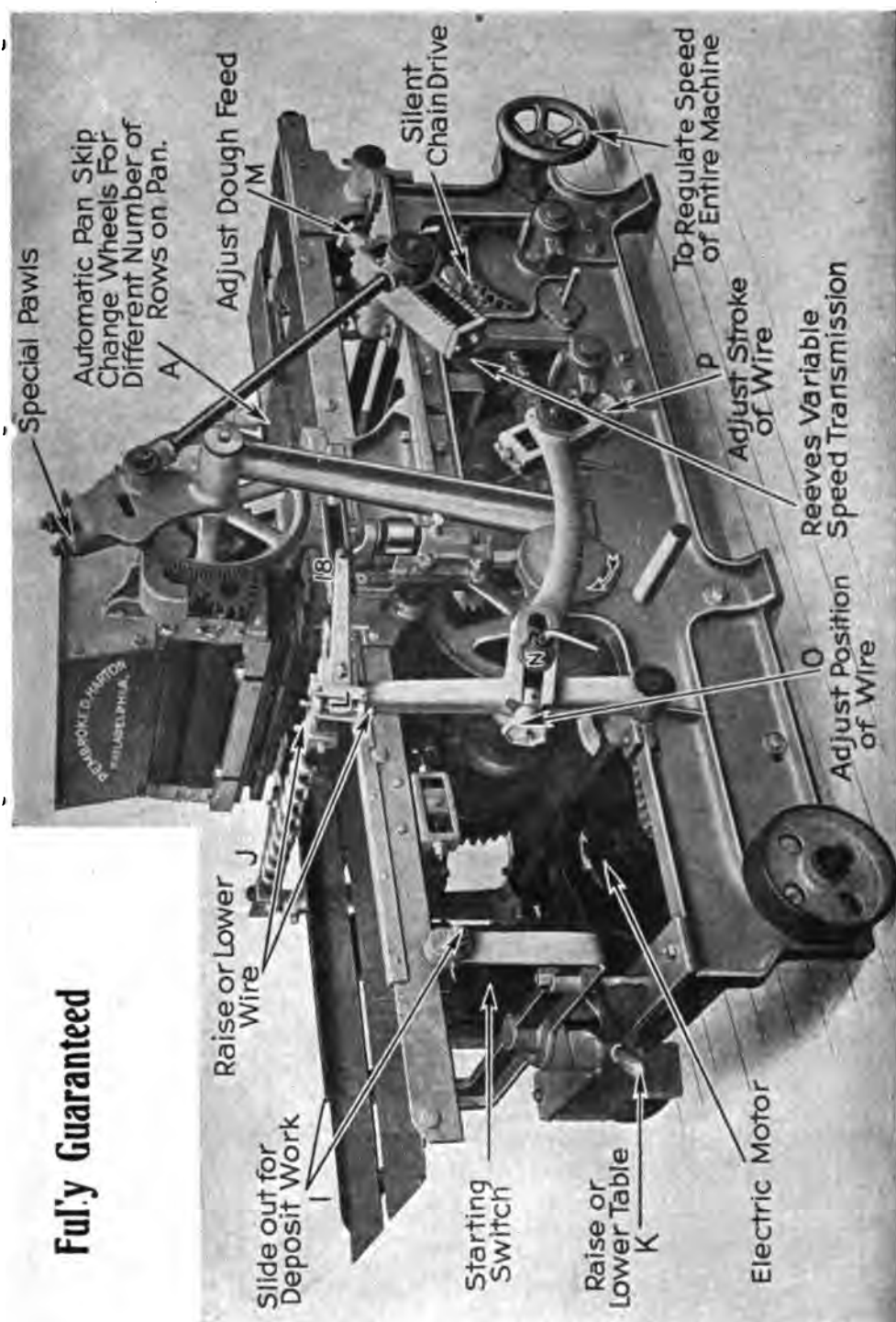
Write for the book and then decide.

J. W. HANCE FOUNDRY CO.
WESTERVILLE, OHIO



The "Harton" 1915 Model SELF-CONTAINED Combination Wire Cutting and Depositing Drop Cake Machine

Fully Guaranteed



Equipped with Electric Motor, Starting Switch, Reeve's Variable Speed Transmission and Morse Silent Chain Drive

Pembroke D. Harton Co.

BISCUIT MACHINERY AND OVENS

"Modern Ideas in Machinery"

Phila., Pa.

THE BEST IS THE CHEAPEST

WERNER & PFLEIDERER CO.

SAGINAW, MICH., U.S.A.
PHILADELPHIA
NEW YORK EMIL STAEHLE GEN. MGR. SAN FRANCISCO

PICTURES DON'T LIE?

This is an expression made by lots of people, but we believe they are misinformed. How often have you looked at the photo of a friend and found same flattered him greatly. Why? Because the view taken is of his best appearance. This scheme is used a great deal by manufacturers to show their goods to the best advantage and oftentimes makes a hit with the baker. The picture looks O. K., but does the outfit live up to what appearances indicate? We have lots of good pictures of good working machinery for the baker. They are yours for the asking. Furthermore, when we sell you a machine or oven by the picture we guarantee same to be as good and better than the picture. We don't ask you to sign a contract that ties you so tightly that you can't get your breath. If we had to do that we would not want your business. We don't try to catch you by certain terms and promises, but we do guarantee to live up to our written promises as per contract. Our pictures don't lie. We cannot afford to have them lie because we have a reputation to sustain that is worth everything to us. We make and sell Machinery and Ovens and can equip your plant complete. The largest manufacturers in the world because we make the best only.

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BAKERY EQUIPMENT

OVENS MACHINERY

BAKERS REVIEW

VOL. XXXIII

NEW YORK, APRIL, 1916

No. 1

The Art of Making Pie-Crust

Written Especially for Bakers Review by Emil Braun, Expert Consulting Baker

"Now good digestion wait on appetite,
"And health on both."

—Shakespeare.

IT IS a soggy or raw-bottom crust or the tough, shoe-leather-like or fluffy, sandy-top crust which makes the pie indigestible, and almost uneatable. No matter how palatable the filling, if the crust is not tender, flaky and well-baked, the pie is a culinary failure.

As Dr. James W. Gray expressed his opinion in an article in the *American Health Journal*:—"There are pies and there are pies. The average home-made pie, owing to improper equipment and baking facilities, is almost invariably a disease-carrier or breeder instead of a health help. The pies offered by some of the smaller bakeries as evidence of their constructive ability are even worse. In every large city fortunately, there are large concerns which have reduced pie-making to an exact science, and whose product is not only appetizing but is deserving of all praises from a health standpoint. Eat pie if you would be healthy, not only as a dessert at dinner, but eat it for breakfast, if your appetite craves it. Eat it morning, noon and night, it cannot harm you. Let the children have it, when they will."

Now bakers, cheer up; there is nothing unhealthy or despicable about your pies; you do not have to have a big modern pie factory in a large city either; your shop may be located in the small country town, as long as you make good pies, making a good tender crust principally, and giving it a good, thorough baking.

FLOUR FOR PIE CRUST

A good, strong hard-wheat bread flour does not make the best pie-crust. However, if you have to use it, be sure and blend it with one-third soft winter wheat flour, and blend it thoroughly while you are at it. The ideal pie flour for the baker is a short, rich, dry, soft winter patent or pastry flour, and not ground too fine. A soft winter clear flour, although alright for molasses work or for cookies and plain cakes, will not make a good tender crust. It might do to mix it with two-thirds spring patent if compelled to use a soft clear flour.

Of course, let me tell you, some good, delicious home-made pies are made from some of the popular family patent flours. Some women make good bread, cakes and pies from the same flour (family). But they do not have to sell their baked goods, or figure on yield or labor. The baker, however, should be able to know how to select a rich, short, winter pastry flour especially for pie crust. Or he may blend a rich, short, spring or Kansas patent with a good soft winter patent or straight for pie-crust.

The cost of the flour is, like in the other branches a secondary matter, because when you have the right kind of flour you can cut down on the amount of shortening. Quality is what counts.

Before you start using a new lot of flour or changing the brand, a test should be made, and flour for pies should be

seasoned in a dry, airy room for a month or more, if possible. Avoid any flour that feels damp or clammy, and be sure to have it sifted before mixing your pie dough. On the other hand, flour for pie-dough should be cooled first just before the shortening is mixed with it, because if the flour is warm, that also helps to make the dough tough and rubbery.

SHORTENING

The main point here also is quality. No matter if butter, lard, or compound is used, it should be sweet, fresh and firm. A pie baker told me recently, that he changed his shortening and is using two ounces less to every pound of flour and gets a better crust. By using a richer shortening, which usually means more solid shortening, it makes a firm dough and therefore takes a little more water, so you get the same amount of dough, in weight, as before you cut down on the shortening.

And reducing two ounces on every 12 ounces, or an average of 15 per cent., you can afford to pay 15 per cent. more for the richer shortening, without increasing the cost of the dough.

I will give you a few formulas for the top and bottom crusts, but it is still the same old story; the best materials alone will not produce the best or even satisfactory goods, if not handled, blended or mixed with skill and care.

Pure leaf lard makes a good crust, but some bakers think lard is lard. That is a mistake. Lard is often oily, gritty and soft and even gray, or it often has a strong "hog" odor. Such lard should be rejected, as a good solid compound is preferable. In fact, there are a number of rich shortenings or compounds besides lard, which make a rich flaky crust and therefore are worth a fair trial and comparison without prejudice. But, as with flour, the shortening should be kept in a cool place. Usually two separate doughs are made for top and bottom crust.

SALT

Some bakers dissolve the salt with the water, but I believe you bring out the flavor of the crust better by mixing the salt dry with the flour. Of course it must be blended in well before the shortening is added, and the safest way is to sieve it with the flour. Use only dry, flaky, pure, sweet salt; do not think any old salt is good enough.

WATER

Water must be ice cold at all times and should be fresh drawn and free from any odor. If ice has to be used in hot weather see that no pieces are left in the dough to melt after the dough is mixed. Water should always be measured beforehand for your pie dough the same as the flour and shortening. This is important because if you go on pouring water on by guessing at it, the dough is bound to get overworked and tough before you get it at the right stiffness.

If you know the strength of your flour and the consistency of your shortening, there is no reason why you should not know the exact amount of water to be used.

Some bakers use 2 pounds or 1 quart of water to 4 pounds of flour, but if the flour takes up that much water for covers or top crust doughs, the flour is too strong, in my opinion. For the bottom, where less shortening is used, the above amount is about right.

You should also know how much dough it takes for a top and bottom of different size pies. For instance, we figure, say:

Top crust for	20c	pie—7 ozs.
" " "	14c	"—5 ozs.
" " "	5c	"—2 ozs.
Bottom crust for	20c	"—6 ozs.
" " "	14c	"—5 ozs.
" " "	5c	"—2 ozs.

If the mixing is done by hand be sure to break up the lard by just rubbing shortening and flour gently together between the hands until it is all free of large lumps.

The mixing needs particular care. Some bakers use the regular dough mixer for mixing the dough, but to get a short clear dough, you must not mix too large a batch at one time, so the blades of the mixer can shake it up well the same as when mixed by hand. It will also pay you to go to the extra trouble and double the dough over, press out into several pieces and lay one on top of each other, which will help to make it more flaky, like puff paste.

Of course the dough for bottom crust is not made so rich as for the top, but I do not believe in working it to make it purposely tough like some bakers do.

Now one of the most important rules is:—to have the materials—flour, water and shortening cold, and if possible do the mixing in a cool place, same as puff paste. As soon as mixed, the pie dough should be taken to a cool place, if possible in the refrigerator, and let it rest over night or as long as possible.

When Mrs. Kane, who became famous as the baker of the \$3,000 pie, was asked by a reporter as to what she ascribed the secrets of her success in pie-making, her reply was:—"To freezing the crust."

FORMULAS FOR PIE CRUST

FOR COVERS (20C PIES)

Flour	30	lbs.
Lard	15	lbs.
Butter	5	lbs.
Salt	½	lb.
Water	12	lbs. or 6 quarts

62½ pounds

FOR COVERS (CHEAPER)

Flour	30	lbs.
Lard	13	lbs.
Butterine	5	lbs.
Salt	10	ozs.
Water	7	qts.

FOR COVERS (COMPOUND)

Flour	30	lbs.
Compound	20	lbs. (solid)
Salt	11	ozs.
Water	6½	to 7 qts.

FOR BOTTOM CRUST (CHEAPER)

Flour	30	lbs.
Lard or Comp.	12	lbs.
Salt	9	ozs.
Water	13	to 14 lbs. (6½ to 7 qts.)

FOR BOTTOM CRUST

Flour	30	lbs.
Lard or Comp.	15	lbs. (solid)
Salt	10	ozs.
Water	13	lbs. (6½ qts.)

CRUST FOR SOFT PIES

Use from 9 to 10 ounces of shortening to each pound of flour, salt, and a half pint water.

Preparing for the Oklahoma Convention

The officers of the Oklahoma Master Bakers' Association are making things hum out their way in preparation for the ninth annual convention of their association, which will be held in Tulsa, Okla., April 25th, 26th, and 27th. An especially attractive program has been arranged; the speakers are of known merit, and the entertainment features also will make Tulsa an attractive center during the three days of the convention.

The program committee includes Otto B. Schmidt, of Oklahoma City, as chairman, and C. E. Lahman, of Tulsa, and J. B. Compton of El Reno. The committee that will have charge of the entertainment features includes: W. E. Fox, of Tulsa, who is chairman; Arthur Little, of Kiefer, and C. G. Busken, of Oklahoma City. J. C. Dean, of Shawnee, and Charles Tremblay, of Oklahoma City, comprise the membership committee, which is persistently gunning for new members. The officers of the Oklahoma association are: J. B. Compton, El Reno, president; C. E. Lahman, Tulsa, vice-president; J. C. Dean, Shawnee, treasurer, and Otto B. Schmidt, Oklahoma City, secretary. Arthur Little, of Kiefer; J. W. Bonewitz, of Hobart, and W. E. Fox, of Tulsa, are the three members of the executive committee.

THE CONVENTION PROGRAM

TUESDAY, APRIL 25—9:30 A. M. SHARP

Executive committee meeting.

AFTERNOON SESSION, 2 P. M.

Convention called to order by President J. B. Compton.

Address of welcome, Mayor of Tulsa.

Response, Secretary O. B. Schmidt, of Oklahoma City.

President's annual address.

Greetings from National and other associations.

Reading of communications.

Appointment of committees.

Placing of question box.

EVENING—5:30 P. M.

Auto ride around the city and visit to oil fields.

SECOND DAY, WEDNESDAY—9:30 A. M.

Convention called to order.

Report of committees.

Address by representatives of the National Association.

Address by F. C. Stadelhofer of St. Louis, representing the American Diamalt company; subject: "Closer Supervision of Raw Material in the Bake Shop."

Address by C. E. Wernig, representing The Fleischmann company, Cincinnati.

AFTERNOON SESSION—FOR MASTER BAKERS ONLY

Meeting called to order 2 p. m.

Address by C. E. Lahman, of the Middle West Baking company, Tulsa, Okla.

EVENING 6 P. M.

Entertainment and dance on the roof garden of Brady hotel.

THIRD DAY—9:30 A. M., THURSDAY

Convention called to order.

Paper by Fred Miller, salesman of Enid Mill and Elevator, Enid, Okla.

Address by W. Fletcher, representing Thomson Machine company, Belleville, N. J.

General discussion.—Every Man Do His Best.

AFTERNOON SESSION—2 P. M.

Convention called to order; opening of question box; answered by C. E. Wernig. General discussion.

Report of executive committee.

Nomination and election of officers.

Selection of meeting place for 1917.

Installation of new officers. Adjournment.

EVENING—7 P. M.

Banquet on roof garden of Brady hotel tendered by the Yukon Mill and Elevator company to the master bakers and associate members.

Dance on roof garden.

Ladies will be taken care of by the ladies' committees.

Uses Bread to Illustrate Sermon

On Sunday, March 5, one thousand miniature loaves of bread were given away at the Immanuel Baptist Church in Chicago, through the pastor, Rev. Johnston Myers. The loaves were donated by the Schulze Baking Co., to illustrate the pastor's text, which was: "I am the bread of life." The text was printed on tissue paper which was wrapped around each loaf.

Everybody's Keeping A-Boosting for the National Convention---Are You?

RIGHT NOW! Have you made up your mind to attend the National Convention at Salt Lake City the week of August 7th. You haven't? Well, look out! W. E. Long, chairman of the convention promotion committee is after you, and—well, let him speak for himself:

SAY, OLD MAN, YOU'VE EARNED A REST WHEN ARE YOU GOING TO TAKE IT?

Maybe next year? Did you say?

Get out! You've been handing yourself that "maybe" stuff since Hector was a little pup.

The road to Hoopela is paved with next-year's intentions.

The hospitals, the sanitariums, the graveyards are full of were-going-to-do-it-fellows who never did.

Too busy, did you say?

Listen—There's going to be a whole lot of business left when you and I have shipped our cables.

Too much on the job without complete change of scenery now and then, is making an old man of yourself before your time—is making you stale, narrow—cutting you down to forty horse power push when you ought to have eighty.

Maybe it's putting wrinkles of care in your face—you know if it is.

There's an old saying "Run your business, or your business will run you"—and you've simply failed to keep on top if you can't stop for that rest. Your business is running you—and it's going to run you in the ground, though it runs your profits up into the thousands.

And frankly, what's the use, old top? What's it getting you? It isn't getting you the fun you ought to be having here on old mother earth, and it certainly isn't going to gain you a more highly polished crown hereafter.

LOOK HERE, OLD TOP—HERE'S WHAT I'M DRIVING AT. IS THERE ONE REAL REASON WHY YOU CAN'T TAKE THE TRIP TO SALT LAKE—WHY YOU CAN'T SIT IN ON THE BIGGEST, GRANDEST, BAKER'S CONVENTION IN HISTORY?

Is there any real reason why you shouldn't join the live ones, shouldn't enjoy yourself, shouldn't get the kinks out of your tired head, get the hurry and the hustle out of your system, and get that REST?

Your business wont go to the dogs. The boys at the bakery will take special pride in seeing that things are kept up to snuff—they'll beat the regular standard a little if possible.

You'll get ten dollars worth of good ideas from the convention for every one dollar that you spend on the trip.

The trip itself is one of the most popular to vacationers—the wonderful Rockies, famous Pike's Peak, and side trips through Yellow Stone Park, or on to the coast if you want them.

Any trip through the Rockies is wonderful—but this trip from start to finish will be a humdinger, with its good fellows, its spirit of fraternalism, its something-doing-every-minute activity—it's the trip of a life time.

The busier you are, the more you need the trip. You'll come back feeling like a king. You'll have new pep, new ideas, and take it from me, you'll be tickled to death that you just up and did it.

Special trains will leave Chicago Friday evening, August 4th arriving Salt Lake City, Monday, August 7th. This will give ample time to make the trip, attend the convention including side trip to Yellow Stone Park, if desired, or go on to California and the Pacific Northwest and return to your business before opening of school, September 5th.

Reservations and all information regarding train service, etc., may be had by communicating with Mr. J. M. Bell, secretary of the National Association of Master Bakers, Royal Insurance Bldg., Chicago.

W. E. LONG, *Chairman, Promotion Committee.*

Salt Lake's Early Days

On a warm July day in 1847, Brigham Young and his band of followers came down Emigration Canyon and found spread out before them a great lake, and a great gray valley; but Brigham Young, as he looked upon the desert said: "This is the place:" and down upon the sagebrush plain the little band came, made camp and almost immediately began work. Within a month the city was laid out; the streets and blocks planned, and farms platted. The immensity of the country inspired the pioneers to draft everything on a large plan, there was no need for crowding and so the blocks were made 10 acres large and the streets very wide and the farms platted from five to 20 acres.

Grubbing of sage brush and preparation of the land was immediately begun and no crop was ever more thankfully harvested than that of the first year when so many disasters had almost caused the entire loss of it. On top of the toil and hardship a plague of grasshoppers almost destroyed the vegetation so laborously cultivated and if it had not been for the timely aid of a large flock of sea gulls from the Great Salt Lake, it is no telling what might have happened to the pioneers. The gulls fell upon the invaders and killed them all and then returned to the lake. A monument to the sea gull now stands in the Temple grounds and the bird is sacred in Utah.

The great task of building a temple was also begun and forty years later saw the accomplishment of this feat. The granite was hauled from the quarries southeast of the city, for this edifice which is 186½ feet long and 99 feet wide. Its greatest height is 222 feet to the top of the figure which surmounts the central eastern tower. The cost of this temple was about \$4,000,000. Here the sacred rites of the Mormon belief are performed; and no visitors are ever permitted to enter the Temple. The Temple grounds are open to visitors at all times, however.

The pioneers endured every hardship that is ever attendant upon pioneering, but their hard work and persistence won, and the foundations of a great city and state were laid.

Many old buildings are still in use which attest to their remarkable substantialness. Among these are the Salt Lake Theatre, Amelia Palace (or Gardo House), Social Hall, Lion and Bee Hive Houses. These are replete with historical interest and are some of the place "to see" in Salt Lake.

General Exhibition Abandoned

The executive committee of the National Association has decided against making the effort to hold an exhibition in connection with the Salt Lake convention. That is to say, the sub-committee which was delegated in Atlanta to investigate the matter with full power to act, has decided that in view of all the circumstances, it is best to abandon the project.

The decision was reluctantly reached, however, because it was felt that the first National Convention west of the Missouri River ought to have all the features possible, and because it is believed that a western exhibition would result in opening a new field for many associate members.

The referendum letter on the subject sent from the secretary's office to the associate members resulted in about an

equal division of replies between affirmative and negative—for and against. However, a majority of members whose exhibits would be heavy or bulky dissented from the suggestion, some of them very strongly; and chiefly for that reason the plan has been abandoned, although some of these objectors had changed their attitude after further representations were made.

INDIVIDUAL EXHIBITS ENCOURAGED

"On the other hand," states W. E. Long, "we do not hesitate to recommend to business houses supplying the baker's trade, and especially the oven and machinery houses, that a National Convention held for the first time in the far west offers an excellent opportunity to make a display of their products to the western bakers, who will no doubt attend in large numbers. The next ten years are going to witness a tremendous development in the baking business west of the Missouri River.

"There is no lack of adequate housing in Salt Lake City for either a limited or a general exhibit; and we shall be glad to furnish information and such general aid as we may, to any group of prospective exhibitors who may desire to consider the subject. We are able to advise you that the Chicago, Milwaukee & St. Paul Ry. Co., which will handle our special passenger trains west from Chicago, have offered to receive combination exhibition shipments for car-load transshipment west from Chicago and return.

A FUTURE PERMANENT EXHIBIT

"The suggestion made by several of our members (which has indeed been frequently discussed by the committee), that our National Convention be held annually in the same central metropolis, for the express purpose of making an annual, or even a permanent exhibit possible, is perhaps almost ready for serious consideration by the association, but would probably not carry for some years to come.

BREAD EXHIBIT AT SALT LAKE CITY

"There is another sort of exhibit which can be held at Salt Lake City, and to which we may now give more attention if it is the sense of our Regular Members that we do so. The Bread Exhibit in Columbus, brought together at the eleventh hour without much plan, and carried out with little or no formality or object, other than to give members the opportunity of comparison, was generally regarded as having paid good dividends of profitable information on a comparatively small investment of effort made to gather and conduct it.

"Is there any reason why a bread exhibit, laid out on a broader and more definite plan, and prepared far enough in advance to insure its complete success, should not be a highly desirable feature of this year's National Convention? Let us hear from you on this, and in replying, say what you think the general character and purpose of the exhibit should be—whether for competition or merely for opportunity of comparison—and if for competition, how it should be conducted and judged, and shall there be prizes or simply honors?"

Greatest "Get Together" Bakers' Convention in History

That's the promise of those who are planners-in-chief of the coming event to which all bakerydom is looking forward.

Conventions of the past have resulted in a notable furtherance of friendliness and co-operation among bakers, but the group spirit has predominated.

The bakers from each section have traveled together—have stopped at the same hotel, and to a large degree have spent their days and evenings together.

They have the finest kind of times, they go back full of ideas and proud as peacocks that they are members of the great baking industry.

But their circle of acquaintances—except for a perfunctory hand shake, a "glad-to-meet-you"—and-pass-on sort of introduction—is not greatly widened. And right here it is where the Salt Lake Convention will surely score a great big hit and go down in history as a wonderful "get together" convention.

All the Eastern and Middle West bakers will take the special train at Chicago or St. Louis.

Salt Lake is 42 hours from Chicago—34 hours from St. Louis—and take it from one who knows, those hours on the train will be golden hours in more ways than one. If you ever took a long train trip you know the reason why. The spirit of friendliness just fills the air after the restraint of the first half day or so has worn off. You can enter the train a stranger to all, but you simply can't finish the trip a stranger still. You'll just naturally get to know everybody, and, mind you, we are talking about just an ordinary trip.

On the epoch-making convention special this spirit will be increased a hundred-fold. It will be everybody's aim and ambition to get acquainted from the word "go."

This spirit will be aided and abetted by a long list of the national figures in the baking industry—men who know almost everybody—men like Burns, McDonald, Long, Freund, Stern, Korn, Stude, Fisher, Joe Bell, Roy Nafziger, Harry Meyer and a dozen others. Famous themselves as good mixers and good fellows, these men will soon have everybody rubbing elbows, getting acquainted and threshing out their opinions and ideas.

By the time Salt Lake is reached there'll be a unity of thought, a spirit of harmony and enthusiasm that no previous convention has seen.

There'll be a "go" to the meetings, a one-mindedness of purpose—that will result in accomplishment which will make 1916 known as a red letter convention for many years.

Decide now to make the trip—make a bunch of new friends—get closer to your speaking acquaintances—and enjoy one of the bulkiest times of your life.

Be sure to bring the wife. It will be a life time's event for her. Along the route are some of America's most famous points of interest—Denver, Pike's Peak and Colorado resorts almost without number.

Yellowstone Park will be taken in by large numbers of the leading bakers—that's one reason for the early convention date. You see Yellowstone closes Sept. 1st. So do most of the mountain resorts.

Never before have you had the chance for such a wonderful trip, a wonderful vacation, a wonderful convention—three inducements for one fare.

Special trains will leave Chicago, Friday evening, August 4th, arriving at Salt Lake City, Monday, August 7th. This will give ample time to make the trip, attend the convention, including side trip to Yellow Stone Park, if desired, or go on including side trip to Yellowstone Park, if desired, or go on to California or Pacific Northwest, and return to your business before opening of school, Sept. 5th.

Convention headquarters have been established at the new Hotel Utah, one of the famous hotels of the country, where 250 rooms have been reserved for regular members. A card list of hotels and rates will be issued in due season.



Ward to Erect \$150,000 Plant in Cleveland

The Ward Baking Co. completed negotiations last month for the purchase of a three-acre parcel of land on the north side of Perkins Ave., N. E., just west of East 40th Street, Cleveland, where the Wards contemplate the erection of one of the largest baking plants in Ohio.

The property has a 237-foot frontage on Perkins avenue running northward at the same width to a depth of about 400 feet, connected up to Kelley avenue with a piece 40 by 132 feet, and to E. 38th street with two pieces 74 by 70 feet each. The figure to be paid for the land, it was stated, is to be around \$50,000.

It is understood that approximately \$150,000 is to be spent on the erection of the new plant, which will be of the Ward standard of efficiency.

Two California "Raisin Days" This Year---April 28 and 29, the Dates

APRIL 28 and 29—remember the dates, Mr. Baker—will be celebrated as California "raisin days" this year. Bakers throughout the country are making plans to take advantage of the opportunities for increased raisin-bread business that will be presented through the advertising and other activities of the California Associated Raisin Company. The raisin days are not the affair of the company, but is a celebration by all the raisin growers of California. During the month of April there will be waged a tremendous national advertising campaign, which should bring excellent results to all makers of baked products containing raisins.

In past years bakers generally have found it advantageous to co-operate in the campaign for big business on Raisin Day. The national advertising has been a helpful influence toward an increased demand; and the personal co-operation extended by the California Associated Raisin Company, has helped the bakers to cash in on the advertising.

Of course, the growers have a selfish reason for pushing the sale of all foods containing raisins, but that is no reason why the bakers themselves should not participate in the profits and increased business that are being developed.

The California raisin industry has made tremendous strides during the past thirty years. The annual crop in that State is now about three times as large as that of Spain; and about 60 per cent. of the California crop is grown in Fresno county alone. Last year it is estimated that the entire California crop amounted to 250,000,000 pounds. This unquestionably could be increased if the demand warranted it. As a matter of fact, however, it is the practice to produce only enough raisins to supply the existing demand. In this connection it is interesting to note that as the domestic crop has increased, the importations of raisins have correspondingly decreased. In 1885 the imports amounted to over 38,000,000 pounds; in 1915 they were less than 3,000,000.

Raisin day is an annual holiday in California and is celebrated throughout the raisin-growing district. In the city of Fresno there is a pageant and suitable exercises in honor of the occasion.

We publish in this issue a number of tested recipes, furnished by the California Association Raisin Company, which should be good sellers for bakers throughout the country.

California Raisin Bread—With Seeded Raisins

STRAIGHT DOUGH FORMULA—BARREL MIX

Ingredients	Weight
Spring Wheat Patent Flour	196 lbs.
Water (60 quarts)	120 "
California Raisins	90 "
Compressed Yeast	2½ "
Milk Powder	8 "
Salt	3¼ "
Sugar	3½ "
Malt Extract (60°)	2 "
Lard	4¾ "

Temperature after mixing of dough, 80° F.

RECORD FOR FERMENTATION

Dough made at	5:00 P. M.
First rising at	7:45 "
Second rising at	9:00 "
Third rising at	9:30 "
Goes to bench	10:00 "

BENCH RECORD

Total weight of ingredients	430 lbs.
Loss during fermentation	4½ "
Actual dough on hand	425½ "
Loaves scaled 18 ounces to oven	
Total amount of loaves produced	378.2

THE SIZE OF PAN TO USE

Top	Depth	Bottom
9x4½	3¾	8¼x3¾

This formula recommended after exhaustive scientific and practical investigations made by the Siebel Institute of Technology of Chicago.

California Raisin Bread Made With California Raisins

ONE-HALF BARREL OF FLOUR—THIS BREAD IS BEST MADE OVER THE STRAIGHT-DOUGH METHOD

Spring Patent Flour .80	lbs.	*Sweet condensed	
Winter Patent Flour .18	"	milk	5½ lbs.
Water (30 quarts) .60	"	Shortening	2¾ "
California Raisins .45	"	*Salt	1½ "
Compressed yeast 1½	"	Sugar	1½ "
Malt extract			1 lb.

Make a straight dough in the usual manner. Dissolve yeast and malt extract in two quarts of water and set aside for ten minutes. Put the milk, sugar, salt and the remainder of the water in the trough. When the whole is thoroughly dissolved let in the flour gradually and mix until the whole is clear, then add the yeast and malt mixture, and when well incorporated add the melted lard. The raisins are added shortly before the dough is finished mixing. The temperature of the dough should not be below 78 degrees Fahrenheit nor above 82 degrees Fahrenheit. A dough made at this temperature should be ready in 4½ hours time for the fermentation and then ready for the bench.

RECORD FOR FERMENTATION

The respective time for this straight dough to acquire its necessary proof is as follows:

First rising	2¾ hours
Second rising	1 "
Third rising	½ "
To bench	¼ "

Total time

When the dough is ready, proceed to scale eighteen (18) ounces and be certain to round up the pieces and allow them to rest from 10 to 15 minutes before moulding into shape. Give the loaves short proof before baking and use moderate amount of steam in oven. The oven heat should not be below 360 degrees Fahrenheit nor above 430 degrees Fahrenheit, as the loaves will brown too fast.

BENCH RECORD

Total weight of ingredients	216¾ lbs.
Loss during fermentation	2 "
Actual dough on hand	214¾ "
Loaves scaled 18 ounces.	
Total amount of loaves produced	187.1

SIZE OF PAN TO BE USED—ALL INSIDE MEASUREMENTS

Top	Depth	Bottom
9x4½	3¾	8¼x3¾

*When using fresh or powdered milk the quantity of sugar must be doubled.

*When working with hard water increase the yeast by one-quarter pound and reduce the salt by one-quarter pound.

ONE-FOURTH BARREL OF FLOUR—THIS BREAD IS BEST MADE OVER THE STRAIGHT-DOUGH METHOD

Spring Patent Flour .40	lbs.	*Sweet condensed milk 2½	lbs.
Winter Patent Flour 9	"	Compressed yeast .. 8	oz.
Water (15 quarts) .30	"	*Salt	11 "
California Raisins .22	"	Sugar	12 "
Shortening	1½ "	Malt extract	9 "

Make a straight dough in the usual manner. Dissolve the yeast and malt extract in two quarts of water and set aside for ten

minutes. Put the milk, sugar, salt and the remainder of the water in the trough. When the whole is dissolved let in the flour gradually and mix until the whole is clear, then add the yeast and malt mixture, and when well incorporated add the melted lard. The raisins are added shortly before the dough is finished mixing. The temperature of the dough should not be below 78 degrees Fahrenheit nor above 82 degrees Fahrenheit. A dough made at this temperature should be ready in 3¼ to 4 hours for the fermentation and then ready for the bench.

RECORD FOR FERMENTATION

The respective time for this straight dough to acquire its necessary proof is as follows:

First rising	2¼ hours
Second rising	1 "
Third rising	½ "
To bench	¼ "

Total time 4 hours

When the dough is ready, proceed to scale eighteen (18) ounces and be certain to round up the pieces and allow them to rest from 10 to 15 minutes before moulding into shape. Give the loaves short proof before baking and use moderate amount of steam in oven. The oven heat should not be below 360 degrees Fahrenheit nor above 430 degrees Fahrenheit, as the loaves will brown too fast.

BENCH RECORD

Total weight of ingredients	107¼ lbs.
Loss during fermentation	1 "
Actual dough on hand	106¼ "
Loaves scaled to oven 18 oz.	
Total amount of loaves produced	94¼

SIZE OF PAN TO BE USED—ALL INSIDE MEASUREMENTS

Top	Depth	Bottom
9x4½	3¾	8¼x3½

*When using fresh or powdered milk the quantity of sugar must be doubled.

*When working with hard water increase the yeast by one-half pound and reduce the salt by one-quarter pound.

Raisin Coffee Cake—With California Raisins

Patent Flour	32 lbs.	Eggs	2 doz.
Fresh Milk	8 qts.	Salt	4 ozs.
Water	4 qts.	Yeast	12 ozs.
Butter	3 lbs.	Raisins	20 lbs.
Sugar	4 lbs.	Flavor	1 oz.

Set a light warm sponge, with 4 quarts of water and 4 quarts of milk, together with the yeast and necessary flour to make a medium stiff dough.

When ready add the eggs and sugar, well beaten, as also the desired flavoring; break up the sponge, add the flour, mix one-half and pour in the melted butter and make a smooth dough (rather slack).

Allow the dough to rise to full proof, knock down and lay together well, allow to rest for one-half hour, or until nearly full proof again.

California Raisin Pie

UPPER CRUST	BOTTOM CRUST
4½ lbs. soft flour	4½ lbs. flour
2¾ lbs. shortening	2 lbs. shortening
1 qt. ice water	1 qt. ice water
1½ oz. salt	1½ oz. salt

Break up the shortening with the flour, being careful that it is not broken up too finely. Little lumps of shortening should be plainly visible throughout the mixture. These are the basis of forming the leavening and make a flaky crust.

When this is done, add the ice water (all ingredients should be kept cool), as it will readily take to forming an easy working dough. This must be done with very little handling, and not even mixed thoroughly, as the mixture has to undergo some further handling before being spread upon the pie.

PIE FILLING AND FILLER

The first point in pie lies in the filler, or thickness for the fruit. You may make a filler as follows:

Take pearl tapioca, grind same to fine meal like corn meal, and scale off two pounds. Put this into a kettle with six pounds of sugar and twelve quarts of water. Set on fire and stir until the milk appearance disappears, when the mixture is finished.

It is well to remember that this should never boil but merely acquire a glossy appearance.

Now, take a reasonable amount of this so-called filler and mix it with the fruit.

Another way to prepare the raisins and filling at one and the same time is as follows:

Take eight pounds of raisins, six quarts of water, and 10 ounces of tapioca and four pounds of sugar. Put the water, tapioca and sugar on the fire and treat as before, until it becomes clear. Next add the raisins, and if it is the desire to make an extra good filling, add the juice of a couple of lemons and a little cinnamon. Allow this to cool, when it will make a very desirable raisin pie filling.

White and Yellow Pound Cake—With California Raisins

At 35c per pound

WHITE	YELLOW
Soft Winter Wheat	Soft Winter Wheat
Flour 8¾ lbs.	Flour 8¾ lbs.
2-3 Butter, 1-3 Lard.. 5½ lbs.	2-3 Butter, 1-3 Lard . 5½ lbs.
Powdered Sugar 7½ lbs.	Powdered Sugar 7½ lbs.
Raisins25 lbs.	Raisins25 lbs.
White of Eggs 6¼ lbs.	Whole Eggs 6¼ lbs.
Flavor to suit taste.	Flavor to suit taste.

White and Yellow Pound Cake—With California Raisins

At 40c per pound

WHITE	YELLOW
Soft Winter Wheat	Soft Winter Wheat
Flour 8 lbs.	Flour 8 lbs.
Sweet Butter 7½ lbs.	Sweet Butter 7½ lbs.
Powdered Sugar 7½ lbs.	Powdered Sugar 7½ lbs.
White of Eggs 7¼ lbs.	Whole Eggs 7¼ lbs.
Raisins25 lbs.	Raisins25 lbs.
Flavor to suit taste.	Flavor to suit taste.

Slab Cake—With California Raisins

In the production of Slab Cake, the baker pays special attention to the appearance, texture, flavor, and especially so, quality.

For this purpose a mixed flour, composed of three parts of winter wheat (cake flour) and one part of rice flour is employed, the rice flour having the advantage of giving a better grain and whiter crumb, and also admitting the use of a larger quantity of milk, and thereby obtaining greater returns.

Other cereal flours, such as corn or potato, can be substituted for the rice flour in equal quantities, with good results.

The most important factor is the correct mixing of the cake itself. It shall not be too stiff, as this would cause the cake to be coarse and dry, while too soft mixtures are just as bad, causing the raisins to sink to the bottom of the cake.

With reference to the latter, it must be added that the raisins should come into the dough in as dry a condition as possible.

Slab cake should be baked in an oven in which the heat does not exceed 280 to 300 degrees F.

From a perusal and careful consideration of the above, a better conception of the following formula will be attained.

FORMULA FOR SLAB CAKE

25 lbs. of flour (mixed as above described).	
12 lbs. of sugar (powdered or granulated).	
6 lbs. of butter (or half lard and butter).	
½ oz. lemon flavor.	10 lbs. of raisins.
1 oz. egg color.	2 lbs. of orange peel.
6½ qts. of milk.	1 oz. of salt.
2 ozs. bicarbonate of soda	4 ozs. of cream of tartar

The procedure of mixing should be similar to that employed with any other cake.

The butter is creamed up with the sugar and salt, whereas the soda is dissolved in the milk and added to the egg color, after which it is all mixed again. Next sift the cream of tartar in the flour and add to the above.

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Pacific Coast Convantion Dates

A joint meeting of the Executive Committees of the Pacific Northwest Master Bakers' Association and the Oregon Master Bakers' Association was held at the Imperial Hotel, Portland, Oregon, recently to arrange the final details of the joint annual convention to be held in Tacoma, on May 23rd, 24th and 25th. Members of the Washington Committee from Chehalis, Spokane, and about fourteen bakers from Tacoma, were in attendance. This was the first "Get-together" meeting since 1914, when the Oregon bakers withdrew from the Pacific Northwest and formed their own organization, and therefore this meeting probably was of greater importance than anything that has happened recently in the trade in the far West.

The final details were arranged and the Tacoma bakers promise a convention the equal of which has never been known on the Coast. Tacoma is a beautiful little city, ideally situated to make entertaining novel as well as delightful. Arrangements were made to get speakers of prominence to discuss subjects of interest to the trade, and methods of strengthening both organizations were discussed.

The committee meeting was followed by one of the most delightful banquets ever given the bakers of the Northwest. This is the first banquet since Oregon and Washington went "Dry." Short talks were made by numerous bakers, probably the most important of which were by David Ackerman, of Spokane, Wash.; Wm. Matthaei, of Tacoma; Wm., and the "Youngest baker," Wm. McPhearson, of Tacoma. Mr. Ackerman spoke on "Discounts in the Baking Business," pointing out the impossibility of giving discounts and why it is unnecessary. According to him, there "Ain't no sech animal!" Mr. Matthaei told of "The Ten Cent Loaf" and its use as a trade builder. The speaker of the evening, C. W. Robinson, Asst. District Attorney for Multnomah County, made a strong talk for "Organization." There were about sixty in attendance.

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New Trade Marks for Bakery Products

The following new trade marks for bakery products have been applied for at the U. S. Patent Office:

Ser. No. 86,709.—Words *Try Me*, for bread, by George Meilahn, Burlington, Iowa.

Ser. No. 89,292.—Words *Herendeen's Fresh-Loaf*, only in connection with a certain drawn mark, for bread, by Charles Herendeen Milling Co., Chicago, Ill.

Ser. No. 89,881.—Word *Bond*, for bread, by General Baking Co., New York, N. Y.

Ser. No. 91,497.—Word *Vim*, for bread, by Haller Baking Co., Pittsburgh, Pa.

Ser. No. 91,773.—Words *Happy Child*, for cookies, by Loose-Wiles Biscuit Co., Kansas City, Mo.

Ser. No. 91,821.—Words *Buster Brown*, for cakes and cookies, by Iten Biscuit Co., Omaha, Neb.

Ser. No. 91,822.—Word *Brownies*, for cakes and cookies, by Iten Biscuit Co., Omaha, Neb.

Ser. No. 92,005.—Words *Bran Nutrine*, for bread, by Schulze Baking Co., Chicago, Ill.

♦ ♦ ♦

One of the best bakeries in New Mexico is conducted at 108 Galestes Street, Santa Fe, by Amado Gutierrez. Senor Gutierrez, who is a Mexican by birth, is a high-grade business man, and conducts a shop that is up-to-date in all its appointments.

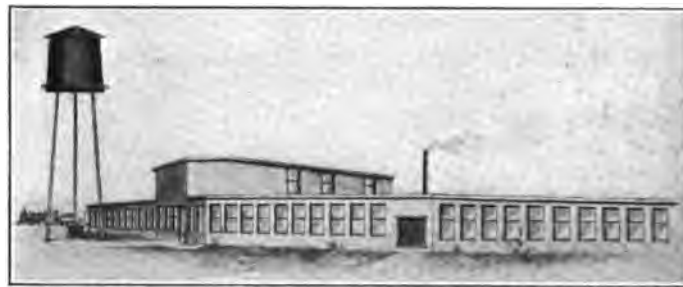
Formation of Bennett Oven Co.

The incorporation of the Bennett Oven Company, under the laws of the State of Michigan, was announced about the middle of March. The authorized capital stock of the new company is \$40,000. The new firm has purchased a large concrete plant with a floor space of 45,000 square feet in Battle Creek, Mich. Machinery is now being installed, and it is expected that the plant will be ready for operation about May 1. A photographic reproduction of the plant is shown herewith.



SIDNEY BENNETT

Sidney Bennett, whose resignation from the presidency of the Hubbard Oven Co. was announced recently, is president of the new company; his brother, Glover H. Bennett, who also was associated with the Hubbard Oven Co., is vice-president; D. S. Croyden is treasurer, and C. P. Brown, secretary.



New Plant of the Bennett Oven Co. in Battle Creek

The Bennett Oven Company will engage in the manufacture of several types of ovens. All of the members of the new concern were associated with the Hubbard Oven Co., and they know the oven business thoroughly, and from every angle. Their friends predict for them a big success in their new venture.

♦ ♦ ♦

Changes in the Hubbard Oven Co.

Many changes were made last month in the personnel of the Hubbard Oven Co., one of the largest oven concerns in the country. Sidney Bennett, president and Glover H. Bennett, secretary, sold their stock in and resigned from the company in order to organize a new company under their own name. Sidney Bennett became president after the death of his brother, Herbert O. Bennett, about a year ago. He had been associated with the Hubbard Oven Co. for about twenty years, while his brother, G. H. Bennett, has been a member of the Hubbard organization for about seventeen years.

Mrs. Herbert O. Bennett, widow of the late H. O. Bennett, and owner of the controlling interest in the Hubbard Oven Co., has been elected president, to succeed Sidney Bennett. Arthur Fosdyke, who became eastern manager upon the elevation of Sidney Bennett to the presidency, has been chosen to take hold of the general management. Mr. Fosdyke was a close associate of H. O. Bennett for several years previous to the latter's death, and he expects to follow the established policies of the firm. He has made many friends in the trade; is highly respected, and has the ability to make a success of his new job.



ARTHUR FOSDYKE

Bread Ingredients Bill in New York

Senator James J. Walker, of New York, and Assemblyman William S. Coffey, of Westchester, have introduced in New York State Legislature what is known as the Walker-Coffey bill. It is a proposed amendment to the health law and provides that "bread manufactured to be sold by the loaf shall be made from one or more of the following substances: Wheat flour, rye flour, corn flour, lard, vegetable oils, butter, sugar, malt extract, corn syrup, salt, yeast, water, milk, corn sugar, cereal flakes and any other substance commonly sold at retail as food."

Mr. Coffey, one of the sponsors for the bill is reported to have said in an interview that "during the investigations last year on the rise of bread prices in New York, one formula was produced for making bread which called for twenty-four percent. of calcium of sulphate, twenty-five per cent. of sodium chloride, twelve per cent. of ammonium chloride, and just thirty-nine per cent. of flour."

The New York State Association of Master Bakers is fostering the proposed legislation which, according to present indications, will be passed.

* * *

Will the Bakers Pay for Inspection?

In his annual report issued recently, R. M. Allen, Kentucky State Food Commissioner, stated that the bakers had suggested regular inspection of their shops, the bakers themselves to co-operate in paying the costs of inspection. Kentucky bakers want inspection of their shops, but there is at least one baker in the State who does not believe in the practicability of the arrangement suggested by Mr. Allen; this baker's name is Martin DeVries; his location is Bowling Green, Kentucky, and he is secretary of the Kentucky Association of Master Bakers. Mr. DeVries writes:

"Regarding a co-operative system of inspection of bakeries, as advocated by Mr. R. M. Allen, formerly food commissioner in Kentucky, and the work of State officials to be paid for by the bakers themselves, I have not heard of such a transaction. Only one baker has asked my opinion on this matter, and his idea was to the effect that such an inspector should be a practical baker.

"I am opposed to such laws. The State of Kentucky is full of inspectors of all sorts. Many are politicians who have little knowledge of the work they are doing. We bakers pay taxes the same as other merchants.

"We Kentucky bakers believe in having our plants inspected by a competent man, who should be paid by the State as other inspectors are paid."

* * *

Read Issues Summary of Bakeshop Law

The Read Machinery Co., of York, Pa., has sent out to the trade in Pennsylvania folders showing a summary of the Pennsylvania bakeshop regulations. The firm has also issued a number of posters, to be hung in the bakeshops. The poster informs the employes and others having access to the shop that "The State Law Prohibits Smoking, Tobacco Chewing, Spitting, and other Unsanitary Acts in This Room." Copies of this poster will be sent free upon request to the Read Machinery Co.

* * *

Bakers of Two Nevada Cities Organize

At a meeting of bakers of Reno and Sparks in Reno recently, the Master Bakers' Association of Reno was formed with J. H. Crowley, of Sparks, president, and F. K. Unsworth, of the Palace Bakery, of Reno, secretary-treasurer. Every baker of the two cities, with one exception, has joined the organization, and from now on the members will produce bread of uniform size and weight.

Tri-State to Have Exhibit

At a meeting held in Toledo on March 7, the Executive Committee of the Tri-State Master Bakers' Association decided to hold an exhibition of machinery, supplies, etc., in connection with the Tri-State convention, which will be held at Toledo, June 6, 7, and 8. The decision was hastened in view of the fact that it has been decided not to hold an official exhibition in connection with the National convention at Salt Lake City.

The Exhibition Committee consists of Wade D. Holland, chairman; George Brinkman, 102 Michigan Street, Toledo, Ohio, secretary, and George Pickard, Gus. Lay, Linton Falls, and E. McDaniels.

The committee have secured the Terminal Auditorium in Toledo. This building is less than 10-minutes walk from the hotel headquarters. The floor space is all on the ground floor, and amounts to 50,000 square feet. The price for space is \$50 per booth, 10x10 feet, or \$40 per booth of two or more are taken.

* * *

Industrial Review

Sweeney & Kirchoff have opened the Palace Bakery in their new concrete building on National Highway, Oatman, Arizona. Up-to-date equipment has been installed throughout.

Ray Arnold, formerly of Edna, Kansas, has opened a bakery in the Windrem building, Augusta Ave., Oxford, Iowa.

M. E. Richeal has opened up a new bakery in Pomeroy, Iowa.

Mrs. S. B. Gray has opened up a new bakery and tea parlor at 1909 Cumberland Ave., Middleboro, Ky. She will bake and sell bread, cake, doughnuts, puddings, potato chips, and candy, and will serve tea.

A. Poquette and H. Newman have opened a bakery on Oak Street, Manistique, Mich.

Rummage & Son have purchased the bakery business in Lawson, Mo., from George F. Blazak.

Goldsberry & Schweizer have purchased Thelen's bakery and cafe in Osceola, Neb. G. B. Goldsberry has been foreman for the Butter Nut Bread Co., at Lincoln, Neb., for the past two years. The new firm will put in a new front and floor, and then will install an up-to-date bakery and cafe.

Mrs. E. Roosevelt has opened a home bakery at Collings & Richey Aves., West Collingswood, N. J.

* * *

Bakers Kicking in Pennsylvania

A strong movement is being fostered by the master bakers of Philadelphia, backed by representatives of the craft in Pittsburgh, Lancaster, Reading, Scranton, Harrisburg, and other leading cities in Pennsylvania, to have the industrial commission of the department of Labor and Industry of the State, to modify the drastic provisions governing cellar bakeshops. The revised regulation would permit cellar bakeshops that are seven feet high, lighted entirely by electricity, or any illuminant that does not consume oxygen, providing approved ventilation is installed. Now a cellar bakery, more than half-a-story below the ground, will not be tolerated. A public hearing was given on March 16. It is said that the June convention of the Pennsylvania Master Bakers' Association will take up the subject in all its aspects.

* * *

Reuter Party to Salt Lake Convention

Animated by his two successful attempts to chaperon parties to National conventions, George P. Reuter is at it again. He is already getting after the bakers and allied trade members to join in a sociable party to the Salt Lake City convention. Those who went to Richmond or to Columbus via the Reuter specials can never forget his genial supervision of the appointments; and it is expected that the Reuter Salt Lake special will not be lacking in anything worth while. A number have already signified their intention of going "the Reuter way," so, Easterners, if you want to get further particulars, ask George P. Reuter, whose address is 79 Wall Street, New York, N. Y.

EDITORIAL

Charles B. Thompson, Editor

Adolph Boettler

IN THE death of Adolph Boettler, St. Louis, the baking industry has lost one of its most successful and best-liked members; one who has been intimately associated with practically every progressive movement in the baking business for the past 15 years, and one who contributed largely, through his own zealous efforts, to the modern developments in the bakery business of to-day.

Like many others of the largest bakers in the United States, Mr. Boettler started at the bottom and through hard work gradually climbed to the top. He came to America from Germany when eleven years old; and when only nineteen he engaged in the baking business with his brother-in-law in St. Louis. This business, through careful management, was soon successful and in 1883 it was incorporated under the name of the Welle-Boettler Bakery Co., which afterward became widely known.

From its inception the National Association of Master Bakers always counted upon Mr. Boettler as one of its most willing and enthusiastic workers, and later he became president of this organization. In 1907, Mr. Boettler was elected president of the American Bakery Co., the first large combination of its kind formed in this country, an office which he held up to his death.

Notwithstanding the high place which he achieved for himself in the baking industry, Mr. Boettler always remained one of the most democratic members of his trade, never losing interest in the various gatherings of the trade organizations which he invariably attended and "mixed" with the boys. A baker of the old school and one of the most representative and successful of the new school epitomizes his career.

A Peculiar Suggestion

BAKERS, as a class, have been called upon many times to pay more than their legitimate share of taxes to help support the communities and states in which they are situated. Now they are asked, by the former pure food commissioner of Kentucky, to pay the cost of inspecting their shops. And, he adds, the suggestion came from the bakers themselves. He says: "The bakers propose that they pay a tax of \$5 for the retail, and \$10 for the wholesale baker. A system of such fees can be arranged so as to work no burden on anyone, and, in my judgment, accumulate the money necessary to the enforcement of the act, and the benefits derived from the trade from the constructive enforcement of the act will afford it

weight from the small cost contributed by each to the maintenance of the work."

After we had carefully read the above, we decided to ask the bakers of Kentucky as to the truth of the assertion that the bakers themselves had asked to pay the costs of inspection. The secretary of the Kentucky Master Bakers' Association replied: "We Kentucky bakers believe in having our plants inspected by a competent man *who is paid by the State as other inspectors are paid. We pay taxes the same as other merchants.*"

The inspection of bakeries is entirely a community proposition. Inspections are made primarily to benefit all the people; and in this case particularly the beneficiaries should share equally with the bakers the costs of inspection. In other words, the inspectors' salaries and expenses should be borne by the State. We hope that the bakers of Kentucky, through their State organization, will earnestly protest any action embodying Mr. Allen's suggestion that the bakers pay. The taxation burdens of the baker are heavy enough; why have them added to with unnecessary discrimination?

* * *

Too Many Exhibitions

FOUR exhibitions this year, and all within a period of less than seven weeks. Whew! First, the Southeastern, at Macon, May 1 to 4; then Texas, at Waco, May 2 to 4. After a lapse of several weeks the Tri-State opens at Toledo, June 6 to 8; and a week later the Trans-Mississippi completes the quartet at Omaha.

As for the exhibitors, "of course all the prominent concerns will be there; they will have to be," even though the expense will be out of all proportion to the results.

For many years the associate members of most bakers' associations were asked to contribute "their share"—the whole—of the entertainment expenses of the conventions in the trade. Recently there has developed strong opposition to that plan, so now we shall hear of exhibitions, "the intention being merely to derive sufficient funds to defray the expenses of the coming convention, by giving value received in space, to those desiring to take part in the exhibit." Which is just another form of hold-up; and the baker finally pays, for the exhibition costs are charged directly to the expense of doing business.

The bakers who attend conventions should be both financially able and inclined to pay their own expenses. If they are not, they should stay at home. To request others to pay, is similar to asking for charity; and it isn't fair to those who do not participate in the entertainment, and who are probably less able to afford paying than are those who secure the benefits.

The policy of asking others to pay the cost of producing a bakers' convention, is a poor one, to say the least. It is not conducive to increasing the self-respect of the bakers, and it is likely to cause a feeling of soreness among those who do not relish being held up. The only organization that undertook to sound the feeling of the trade regarding an exhibit this year, found that about fifty per cent. of the replies were opposed to the project. Other organizations should quickly perceive the point.

"Pay your own way" should be the motto of every baker who attends a convention, and of every association that undertakes to conduct a convention.

BAKERS REVIEW believes that an occasional exhibition held at some central point is of great educational value to the trade generally, but sooner or later it must be realized that too many exhibitions are bad for all concerned.

To the exhibitions already planned BAKERS REVIEW wishes every success, but before planning future exhibitions it may be well to consider carefully the points we have endeavored to emphasize above.

* * *

Death of Adolph Boettler

Adolph Boettler, president of the American Bakery Co., St. Louis, and president of the National Association of Master Bakers in 1906-7, died of a throat disease at his home in St. Louis on March 19. He was 62 years old and had been suffering from the malady since last November.



ADOLPH BOETTTLER

Boettler's rise to the head of one of the largest baking companies in the United States was rapid. Born in Germany, he came to the United States at the age of 14 years. For five years he worked as apprentice in a book-binding shop. At the age of 19 years he became a partner of his brother-in-law, A. F. Welle, then president of the Mammoth Baking Company. In 1883 Boettler became vice-president of the company when it incorporated under the name of the Welle-Boettler Baking Company. He was made president of the American Bakery Company in 1906 when the Welle-Boettler Company was taken over by the American Bakery Company.

He is survived by his wife, Mrs. Augusta Muhs Boettler, to whom he was married thirty-seven years ago; a son, Albert A. Boettler, an insurance broker, and a daughter, Mrs. Lettie Schopp.

* * *

William C. Lau, Prominent Baker Dies

Acute appendicitis was the cause of the death, last week, of William C. Lau, of Columbus, and one of the prominent bakers of Ohio. A striking figure at State and National conventions, Mr. Lau was known throughout the country. He was one of the big factors in the success of local arrangements for the National convention in Columbus last year.

Mr. Lau had been in the bakery business all of his life. He formerly owned bakeshops in Glen Rock, Steelton, and Goldsborough, Pa. He started in Columbus about four years ago.

Mr. Lau was 48 years of age. Beside his widow, he is survived by a son, Benjamin R. Lau.

Preparing for an Exhibit at Omaha

Preparations for the first annual convention of the Trans-Mississippi bakers are now under full steam and the committees at Omaha are shaping up a campaign to make the convention the biggest and best ever. The exhibit committee headed by C. W. Ortman with J. M. Gillan as manager is sending out plans of the convention hall and space is being taken by many of the leading manufacturers throughout the country at a rapid rate. Booths being sold at \$25, \$30, \$40 and \$50 each. Of the space available on the entire main floor of the auditorium, the committee reports that about half is already spoken for and there is no doubt that this first big exhibit held in the West will be a winner. The program committee composed of Messrs. Rushton, Larrimer and Hoffmann are reported to have big things in store for the edification and entertainment of those attending and the committee on arrangements are laying plans for unusual things to happen in the auditorium building during the idle moments. The hotels of the city are well prepared to care for those attending and promise positively that there will be no raise in their regular rates.

* * *

New England Tri-State Convention Dates

At a meeting of the Executive Committee of the New England Tri-State Master Bakers' Association, held at the American House, Boston, on Thursday, March 9th, it was unanimously voted to hold the annual convention of the association at Portland, Maine, October 11th and 12th. It was brought up at the meeting that the association should invite an exhibition of bakery machinery and products, but no action was taken on the motion.

* * *

Bakers Exhibit in Cleveland

The Cleveland Progressive Master Bakers' Association was very much in evidence at the Women's Exposition, which was held at the Coliseum, Cleveland, March 6th to 11th. The members had a booth where samples of bread and cake were given away. Goods were not made at the show, but were supplied by various members in turn. The committee in charge of the arrangements in behalf of the master bakers included: Edward Rupp, chairman; Frank Knoth, Henry Weber, Ed. Luthart, Nick Brandt, and John Nickol.

Bruce & West, The Zipp Manufacturing Co., The Miller-Eberhart Co., and The Wm. Edwards Co., exhibited bakers' machinery in motion, and various supplies, extracts, icings, flour, etc.

The Star Baking Co. also had a booth, from which they gave away samples of bread. They exhibited one of their wagons, with a life-size model of a horse in the shafts.

A crowd of women and children were to be seen around these booths at all times while the show was open.

* * *

Chicago Opens Continuation Class

A class of bakers' apprentices has been opened at the Lane Technical School in Chicago, with an initial registration of about 120 pupils. The boys will be taught to take care of bread troubles, including rope; and will learn other features of the bread and cake baking also. Courses in chemistry and yeast manufacture will be included. Frank Haffner, of the Chicago bakers' union, and Ernest J. Vieser, an icing expert, are in charge of the instruction.

* * *

H. M. Bachman in Chicago

Last month we noted in the columns of BAKERS REVIEW that the Champion Machinery Co., of Joliet, Ill., had opened a new office in Chicago. We are informed that H. M. Bachman will be in charge of this office, which is located at 175 West Jackson Boulevard, Chicago, Ill.

Retail

General information, news and helpful articles of special interest to the Retail Baker and those who desire to keep posted on this branch of the trade.

Association News, Retail Advertising, Business Management and Practical Discussions of Retail Subjects

Purchase Records for Retail Bakers

Fifth of a Series of Articles on Retail Bakery Accounting.

Written Especially for Bakers Review by Rudolph Krebs

WHILE most men realize the importance of keeping some sort of records of incoming and outgoing cash, few appreciate the fact that merchandise is just as valuable as cash, and many small bakers have no records at all of the amount of merchandise they receive and consume.

In building a system for a retail bakery we are hampered more or less by the fact that the little fellow makes many varieties of cakes, bread and rolls. Usually the amount of each baking is so small that to attempt the organization of a regular cost accounting system would result in a surplus of accounting records. The system described below is so simple that all the information required can be obtained without any great effort and at the same time it is comprehensive enough to show where the goods purchased have been used.

To start at the very beginning, let us consider the order record first:

Form B1

ORDER RECORD

Date	Date Wanted	Quotations	Ordered	Price	Quantity	Received	Price	Delivered
12/11	12/11	Contract	Green	5.75	28 lbs	12/10	12/10	✓
12/15	12/15	S. Marks	S. Marks	13 1/4	110 lbs	12/14	12/14	
12/16	12/16	K.R.C.	K.R.C.	.20	110 lbs	12/14	12/14	
12/20	12/20							
12/20	12/20							
12/31	12/31	K.R.C.						
12/20	12/20		S. Marks	14	110 lbs	12/20	12/19	

ORDER RECORD, FORM B 1

In this order record the first column is headed Merchandise, second Date Wanted. When the need for goods is seen a memorandum is made of the kind of goods and the date required. In the third column, headed Quotations, are listed the prices of the different jobbers. The next four columns show whom the goods are bought from, the price agreed upon, quantity ordered and date delivery is to be made. The next column shows the date goods are received, and the last column is used for checking bills.

The first item shown, patent flour, is needed by the 11th of December. The baker has a contract with J. M. Greer for these goods, and 28 sacks are ordered up for delivery on the 10th of the month. As these are received the date and initials of the party receiving same are put in the Received column, and when the bill comes to hand later on the items are checked through in the Bill Received column.

We note that two prices have been quoted on the next item, caraway seed, and the order has been given to S. Marks at 13 1/4 per pound. This item has also been received.

By merely glancing at these records we can see what items have been ordered and not delivered, and what items are still to

be ordered. It is impossible to check a bill through twice for the same item, as the check mark in the last column shows whether or not a bill has been paid.

RECEIVED

Form B2A

FROM

S. L. Jones

2 M - 14* bags
6 M - 7* bags

RECEIVED

Form B2b

FROM

Hahn Lewis & Co

100* Faraway

RECEIVED

Form B2c

FROM

Green

28 sbs Patent

RECEIVED SLIP, FORM B 2, a, b and c

For those who do not care to keep a record of quotations and goods ordered, the small "Received" slip shown is a convenient form for handling purchase receipts. Spaces are provided on this slip for the date, name of seller, and the different goods received, with the initials of the party signing for same. The incoming bills are, of course, checked against these. This naturally does not give as perfect a check as the order record, as it does not show any delivery time or price agreed upon, or goods ordered but not delivered.

STOCK RECORD, FORM B 3 a, b and c

On the Stock Record, forms B 3 a, b and c, are entered the date, name of firm, quantity, price and amount of goods received of each separate kind used in the bakery. These are indexed alphabetically, the records being, of course taken from the original bills. This is a convenient way to check up the amount of every kind of merchandise used during any period,

(FORM B3C) *Patent Flour*

DATE	FIRM	QUANTITY	PRICE	AMOUNT
1915 12 10	Green	28 bks	585	110-

In form B3a, popy seed, we note that five separate purchases of this commodity have been made during the month of November, 1915. The total amount bought during the month was 540 pounds the price paid for same, \$98.25.

Bought		AMOUNT	DELIVERIES			Balance
From			DATE	AMOUNT	Total	Due
6/10 1915		30	8/10	✓		
Kahn Lewis & Co			8/21	✓	4	26
Description			8/31	✓	6	24
30 tubs Baking			10/1	✓	9	21
Butter Co. N.Y.			10/12	3	12	18
			10/18	3	15	15
To be taken			10/24	✓	17	13
before Dec. 31, 1915			10/31	5	22	8
			11/6	3	25	5
			11/12	✓	27	3
			11/20	3	30	0
			Last lot delivered			
			11/20/15			

Form B4a

In form B4a we note that on the 10th of January we bought from Kahn, Lewis & Co. 30 tubs of baking butter at 24c a

[illegible]

Bought		AMOUNT	DEBITES			Balance
From	Description	6	DATE	AMOUNT	Total	acc
6/10 1915	6 tubs Butter for Kitch @ 30¢					
9. be taken before Feb. 29, 1916						
Form B4c						

Form B4c shows that of the 6 tubs of butter bought for the lunch room, none have yet been delivered.

We have five other columns, namely General Ledger, Bakery Expense & Merchandise and Store Expense & Merchandise. These are called analytical columns and save a great deal of time, as will be seen later, in charging items to the separate accounts.

The next item, No. 572, received on the 21st from S. L. Jones, amount \$11.00, we will say is wrapping paper and twine, and is to be used in the store. Naturally it would not be proper to charge this to the bakery as it is not used there, nor would it be proper to charge it to Store Merchandise as we reserve this account for goods sold in the store. Paper is an expense item and the amount is to be placed in the column headed "Store Expenses."

No. 574, National Biscuit Co., amount \$2.00, would most likely be a purchase of crackers. This is merchandise bought for the store and sold there.

The last item, No. 576, is a bill from the Consolidated Gas Co. It may be for light in the store or bakery, or for heat or power in the bakery or lunch room, if there is one. If you have one meter for the entire place and gas is used in the different departments the total amount would have to be sub-divided and charged to each account affected. A note has been made alongside this entry to the effect that the expense has been

December 1915		PURCHASE JOURNAL				(Form B 5)				5
No.	Name of Firm		Amount	General Ledger	Bakery		Store			
					Expense	Merch	Expense	Merch		
	Forward		10.00	55	15	7.00	2.0		2.10	
571/10	J. M. Greer	✓	117			117				
7221	S. L. Jones	✓	11				11			
7323	Kahn Lewis & Co	✓	5		5					
7430	Mar. Bisc. Co	✓	2						2	
7531	Kahn Lewis & Co	✓	15			15				
7621	Cons. Gas Co (Bk)	✓	25	25						
			1175	80	20	832	31		212	
			8	✓	15	20	35		40	

incurred for the bakery. If we have an account for bakery light, heat and power it should be charged direct to that account in the general ledger, and the number of the page on which this account appears is to be noted alongside same. If, however, we desire to do so, we can charge this directly to Bakery Expense. In such a case, the amount, \$25.00, would be placed in the Bakery Expense column and not in the General Ledger column.

At the end of the month the various columns are footed up. The first shows our total purchases for the month, and is credited to the controlling account in the General Ledger marked "Accounts Payable." The items in the next column (General Ledger) have been posted direct through the month and a check mark is placed under this column.

The amounts for Bakery and Store Expense and Merchandise are charged to their respective accounts. The total footings of the last five columns would naturally be the same as the total of the Amount column, as every time an entry is made in the first column it has also been put in one of the others.

In the February article we had on the credit side of the Cash Book (form A5b) a column headed Accounts Payable, showing the amounts that had been paid on the various charge bills. As we go along through the month we can keep in touch with general conditions by watching the total amount of goods received to date (in the Purchase Journal), the amount paid on account (in the Cash Book), fluctuations in the amount of cash on hand, and in other balance sheet items. While this system does not show the profit or loss accurately every day, it is the best the small retail baker can afford.

Form B6a is the account of Kahn, Lewis & Co. On the credit side are entered from the Purchase Journal all purchases made from them. We post from the Purchase Journal items No. 573 and 575 on the 23rd and 31st respectively, to the account in the Purchase Ledger.

Payments are entered on the debit side. Thus we note that J. M. Greer received from us on Dec. 1st check No. 372, amount \$17.00. As each separate bill is paid we check off the purchase item and the payment to show which payment has been made for each individual bill. It is easy enough to glance over and see what payment A or B is for. Any items on the credit side that have no letter beside them we know are unpaid. The item in the Purchase Journal No. 571 on Dec. 10th, \$117.00, is entered as shown.

The account of S. L. Jones is the same as the previous two, except for the fact that one payment has been made for all the bills for the month of November, \$67.50.

Records like the above are suitable for the small retail baker, giving most of the information he needs without any great expense or labor. Large establishments naturally require a more detailed system.

Many business men lose sight of the fact that merchandise is equivalent to cash, and while they may have check protectors, bonded cashiers, monthly audits of the cash book, and many other safeguards to prevent the loss of cash, raw materials are bought and used without adequate records being kept. It is just as easy to lose merchandise by theft or carelessness as it is to have cash funds misappropriated.

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Chas. Lantz Returns from Eastern Trip

Charles Lantz, well-known to bakers throughout the country as general representative of the Sparks Milling Co., of Alton, Ill., recently returned to his headquarters in Chicago from a successful trip through the central and eastern states. He reports good business on Mor-doH Flour. Mr. Lantz states that some of the large bakers and jobbers in the parts he visited have accumulated stocks of flour on hand.

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Louisville Bakers Discuss Cost of Production

The Louisville Master Bakers' Association held a well attended meeting on Saturday evening, March 4, at which a number of interesting topics were discussed concerning the cost of production. Arguments brought out showed that the actual cost of material at market prices for one pound of dough were in the neighborhood of two and one-sixth cents without figuring the cost of labor or marketing. Labor has increased in cost considerably during the past few years, a good journeyman baker now receiving about \$2.50 per day whereas ten years ago he received \$1.50 per day. Theodore Von Bokerm, as chairman of the entertainment committee, is working on plans for the anniversary meeting which will be held during the week following Easter. Arrangements are being made to hold a big euchre at which all of the bakers' wives and families will be present.

NAME <i>Kahn Lewis & Co</i>		ACCOUNT NO.	
ADDRESS		SHEET NO.	
DATE	ITEMS	PAGE	DEBIT
12/23	573	5	15
12/31	575	5	15
NAME <i>J. M. Greer</i>		ACCOUNT NO.	
ADDRESS		SHEET NO.	
DATE	ITEMS	PAGE	DEBIT
12/1	372	6	17
12/10	571	5	117
12/20	570	5	15
12/31	571	5	117
NAME <i>S. L. Jones</i>		ACCOUNT NO.	
ADDRESS		SHEET NO.	
DATE	ITEMS	PAGE	DEBIT
12/1	392	6	17
12/20	406	6	15
12/21	422	6	15
12/24	424	6	15
12/30	430	6	15
12/31	464	6	15
12/31	509	6	15
12/31	520	6	15
12/31	571	5	117

PURCHASE LEDGER, FORMS B6a, b and c

A firm having many creditors keeps the records of purchases and payments in a separate book, called the Purchase Ledger. A loose leaf book is usually the best for this purpose, as it permits of the removal of all closed accounts and saves a great deal of labor.

Trade Getters for the Live Baker

*Third Article in a Series by Frank Farrington**

23. BEST ADVERTISEMENT CONTEST

Interest in the store and in its stock may be increased greatly by offering a series of prizes for the best advertisements submitted in a contest. Make the conditions that the advertisements shall be suitable for use in newspaper space of your regular size, that they shall tell definitely about some one or more lines of goods you sell, quoting prices if possible. Let one of the conditions be that the advertisements will be judged to some degree on a basis of the familiarity they show with your store and stock. You can afford to make the prizes well worth while and to go into the contest with a good deal of a splurge since the development of any considerable interest on the part of the public will mean many visits to your store, much consideration of its features and a great deal of talk all through the contest as well as afterwards about the matter. Include in your explanations such information as the size of the space, the number of words of copy needed, the necessity for writing on only one side of the paper and writing plainly. While this contest might be made to appeal only to school children it would be worth while to make it open to all. An important thing in this as in other prize contests is to have a considerable number of secondary prizes so that people will be led to try with the feeling that though they may not have any chance of winning the chief prize, they will probably get something.

24. ALIVE WINDOW HELPS

Motion of course attracts attention in a window, and anything alive is particularly likely to stop the passer by. A good way to capitalize this fact is to engage two or three small boys and dress them in suits in imitation of teddy bears or other animals, and put them in the window to show your goods. Instruct the youngsters not to spend their time all in fooling, but allow them to do enough of that to keep the people outside looking. Have them work mainly at holding up goods or show cards before the observers. If the window is small, one boy may be all you can work at one time. In a large window there might be three. Their identity should be kept a secret as that will help to keep the people guessing. They can call attention by motions to any special features you want to emphasize about the goods. Suits can be secured at a large toy store. A good arrangement of the window in this case is to put the goods on shelves at the back or ends and leave the floor clear for the "animals." They can take down articles from the shelves as needed. It may be necessary for someone to stand behind the background and give the boys instructions as they work.

25. MIS-SPELLED WORD CONTEST

In each weekly advertisement of the weekly newspaper, or in the daily paper on occasions place several purposely mis-spelled words. Offer a prize to each person finding all of them in any advertisement or in every advertisement for a certain number of issues. Give articles from the store as prizes, and make an offer that a coupon good for a certain amount of rebate on a purchase amounting to a dollar or more, will be given to everyone finding any spelling mistakes in any advertisement. Have it understood that no person can use more than one of these coupons on any one purchase and that the balance of the payment must be spot cash.

26. THE CHILDREN'S STORE

Even the store that sells nothing the children want to buy, can afford to take pains to make the children like to come

there. This will result in its being easier for their mothers and fathers to shop there when they have to have the children with them, and if you are going to stay in business ten years, that is long enough for the children to become buyers themselves. Call children by their names; at all events don't call them "Sonny" and "Sis." When they are not alone you will hear their names if you listen and if they are alone you can ask. Offer occasional prizes for which the youngsters can compete, such as for the best figure of a cat cut out of black paper; the most words made out of the store's name; the best set of reasons why they like to come to your store, etc. Take pains with all children and show them anything they want to see. When they come on errands, wait on them promptly because they feel that their time is valuable to them and they don't like to stand around a store. They have a keen sense of the injustice of their being crowded out of their turn by some older person. Don't be satisfied with merely treating them as well as others do. Specialize in this and see if you cannot develop the reputation for being the children's friend, and then advertise the fact that yours is the "Children's Store," and that you want them to come at all times, alone or with their parents, and that children sent there on errands will be given as careful service as their parents. You cannot emphasize the "Children's Store" of course as a name when you do not sell and feature children's goods; but you can keep impressing the fact on the minds of the public that it is nevertheless a store where the children are really wanted. This means that your store will be popular with all.

27. EXHIBITING A CURIOSITY

Almost any merchant can secure the loan of a beautiful painting or of some object of timely interest, or he can rent some such article from a source outside of his city. The properly handled exhibition of this in the store may be made to draw large crowds of people who will thus be shown the store and stock, and the plan affords a chance to get into the store those who otherwise never come there, people who are the regular customers of some other store. This article should if possible be displayed in a room by itself, and if there is no separate room available, in a screened off space. The line of approach to it should be past the most attractive stock you have to offer, with prices and descriptive cards in plenty. If the store and the town are large enough and the article shown of sufficient importance to keep people coming in considerable numbers all day, the exhibit may last all the time, but in most instances it will be better to exhibit only for certain hours in order that people may come in a crowd at the time. This makes it necessary to line them up and they may have to move slowly with the line through the store, thus having more time to see the goods you have arranged to tempt them. There should be no effort to crowd people into making purchases when they come thus to see an exhibit. Let them feel comfortable and at ease as mere visitors, giving them a chance however to buy if they feel inclined. Of course the event should be well advertised because its success depends upon a good attendance.

28. ADVERTISEMENT READING

Make this standing offer in regard to your newspaper advertising. Say that to anyone who will bring in a clipping of one of your advertisements pasted on a sheet of paper with a statement on the back, saying "This advertisement was read to me by So-and-so," and signed by ten adults in as many families; you will give a certain souvenir.

*Copyright, 1916, by Frank Farrington

and put on them a sign reading, "Ask me about these—Henry." The request may mention the goods by name. The "Henry" represents the signature, wherein you use your first name. It is the distinct and unexpected personal touch that attracts attention and people who are not primarily interested in the goods, will ask just because the sign tells them to do so. Some will ask in a joking way, but all you care is that they ask. It is up to salesmanship to make the results satisfactory.

30. STORE SINGING

Such has become the popularity of Community Singing, where the general public are asked to come together in some open air space in the town and there, led by a competent musician and perhaps by a band, sing patriotic and popular songs, that the idea may be carried into store plans. This might be particularly effective in cold weather in towns where the outdoor singing has been conducted during the warm months. Carry out the idea by announcing that on a certain afternoon, or evening business will be suspended temporarily for singing which will be led by some competent person. The songs may be sung in five minute intervals and business may go on between the songs. There should be some good accompaniment with piano or orchestra pieces. The public should be urged to come for the occasion and make sure of having at least enough singers to guarantee the success of the event. It may be necessary to have extra assistants to keep the crowd in good order. The event may be made successful in getting into the store people who are not in the habit of coming there, who perhaps do not know about your store at all.

31. CAMP FIRE GIRLS' BENEFIT

The interest and help of the members of such an organization can be of great value to a store and the following is a good way of enlisting it. Offer to give the Camp Fire girls a certain percentage of the sales on some special day on which they are to help in selling goods in the store. Have

the whole membership come to the store in their camp fire costumes and do such things as they can do in the way of helping customers, carrying parcels inside the store and out, carrying change, wrapping goods, etc. If possible arrange a little reception space where the public may be received by the girls and visit with them if they have time. In a big store the girls might serve tea and wafers. Let the girls be sent around town with small parcels and on any possible errands. Their appearance on the street will remind folks of the fact that that day is your Camp Fire Day. The girls will naturally urge their friends to come and make purchases. If the store is not large enough to take care of the whole membership, have them present in relays, a third in the forenoon, another third in the afternoon and the rest in the evening. If for any reason you do not want the public to know what your sales are for that day, do not mention the percentage the girls are to get except in making arrangements with their head who is to keep the figure confidential. Hence the gross amount received by the girls as a "benefit" will not indicate what your sales were. The same plan could be carried out with the Boy Scouts, and many stores have worked similarly with charitable organizations, giving ten per cent. of their receipts to the organization.

32. MONEY BACK DAY

Great interest can be aroused by a store advertising that all money taken in on a certain day of some month is to be refunded to customers. Of course the date is not given but is selected by lot at the end of the month, or the date may be selected in advance and placed in a sealed envelope in neutral hands until the month is up. The advertising of the plan should be kept up throughout the month. One dealer of my acquaintance has for a long time made it his practice to select one day in each month as Money-Back Day and it has proved very profitable in increasing his trade. The postal authorities have sometimes refused to allow advertising of this plan to go through the mails, claiming that it belongs in the lottery classification.

How to Stimulate the Bread Trade When Business is Dull

Some Varieties of Bread that Pay and Get Popular

Written Especially for Bakers Review by a Champion Gold Medallist and Cup Winner

IN THE preceding article the preliminary points to be observed in making brown and malt breads were touched upon, and a general summing up was reached as follows, viz., that plenty of yeast, cool liquors, short doughs and thorough cooking are needed for palatable, nourishing and good textured brown breads.

The different types of brown bread were described in that article, and formulas are now given for a few of the everyday sorts.

Brown or wheatmeal bread is very different to malt breads, and as a general rule, contains no enriching ingredients. In good-sized bakeries it is made up in quarter and half sack batches, and where the daily trade in white bread is, say, ten or twelve sacks, about half a sack of plain brown bread is made. A good formula for such a quantity is as follows:

140 lbs. wheatmeal	2¼ lbs. yeast
9 gals. water (90 lbs.)	2½ lbs. salt

6 oz. malt flour

Mode:—Tip the meal in one end of a small trough or into the machine, as the case may be. Dissolve the yeast and malt extract or malt flour in about half a gallon of the water at about 85° Fahr. and the salt in the remaining water, which must be at a suitable heat to bring the dough to between 75 deg. and 80 deg. when it is made.

There are various rules for determining the heat of the water for doughing purposes, but one of the easiest is to allow the water to be just about as much warmer than the required heat of the dough as the flour falls short of the latter. Thus, the dough is wanted at eighty degrees and the flour is found to be 65° ; therefore it is obvious that the water must be at least 30° hotter than the flour, viz., 95° . The mixture of water and flour, the one at 95° and the other at 65° will just about give the desired result.

To be exact in this respect, the quantities mixed should be equal; in practice, however, there is much more cooler flour than warmer water, therefore the tendency would be to lose the heat; but this is counterbalanced in hand made doughs by the heat imparted to it in making, while in machine made dough the loss of heat by the contact with the cold metal is always allowed for, especially in the case of the first of a succession of doughs.

The dough is then well mixed and here it is well to remember that no half measures will do, and that the dough must be properly made; no "slinging together," but equally as much dusting, folding and stretching as in the case of white dough.

20. WORKING YOUR FIRST NAME

Take any line of goods you want people to find out more about, goods you want to introduce, for instance. Make a good display of these in a conspicuous place in the store

Let this dough lay for an hour to clear; and then cut it back well and dust it up properly.

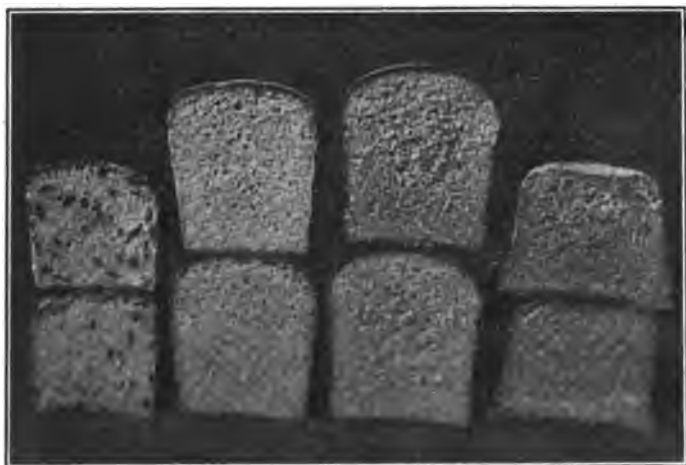
In about 20 minutes it will be thrown out and scaled, the pieces being handed up in the ordinary way and then moulded to the shape of the tins that are being used. Tin brown bread is invariably made in preference to any other shapes, as it is much more attractive, both to look at and for cutting purposes. The proving must be carefully watched, as a little too much is fatal for good-textured brown bread, and it must also be remembered that, as a cooler oven is needed, the bread will "grow" a bit in baking. Any definite time for the later stages is difficult to specify, but must be left to the judgment of the baker. One point is important, viz., that the bread must not be proved in too much steam but a moist heat is desirable.

The baking, as previously remarked, must be thorough, or the bread will fail in cutting qualities; but, if it be properly carried out, the moisture will be retained and the keeping properties considerably improved.

An addition of a few pounds of good strong white flour is frequently made to the above dough, and will result in a somewhat bulkier loaf—about 20 pounds is the average quantity for a half sack batch—it should be well mixed through the meal before the liquor is added.

The quantity of water given is approximate and must always be finally decided by the baker, as various meals will be found to be much stronger and softer, in fact, the same brands vary from time to time.

In the illustration given below, four types of brown and malted breads are shown.



Fruited Malt Loaf Plain Brown or Wholemeal Loaf Malted Brown Loaf Malted Loaf Under Tin

The fruited malt loaf is a big favorite in good class districts and is now being more frequently sold as a wrapped loaf.

A big trade is done by several wholesale bakers with bread of this type, which, on account of the difficulty of baking, is often neglected by the very small bakers, who prefer to buy it ready wrapped for retail trade. While in its ideal form, this sort of bread is baked very slowly at a low temperature so as to be extremely moist and possess considerable keeping properties—three weeks is quite a reasonable time—there are many modified forms in which it can be made from the small bakers' point of view with the advantage that he can sell it as his own make and not be just an agent for a proprietary article.

Here is a formula for a fruited loaf which will give every satisfaction.

2 gals. water (20 lbs.)	8 oz. lard or margarine
6 oz. powdered milk	8 lbs. currants or raisins
12 oz. yeast	4 oz. malt flour
9 oz. salt	30-32 lbs. malted meal

Mode:—Place the meal into a suitable-sized bowl, add the fruit, salt and milk powder, then rub in the fat. Whisk the

yeast and malt flour down in about a quart of the liquor and let the balance of the latter be taken up at such a heat as to give a temperature of about 80 degrees when the dough is made. Mix the dough well, and let it remain for 45 minutes, then knock it up properly and cover down again for a further half hour, when it will be ready for scaling. These loaves are usually made in round or oval pans, at about 1 lb. each, and need careful proving and rather slow cooking. They can be washed over either before or after baking as preferred.

MALTED BROWN LOAVES

2 gals. water (20 lbs.)	8 oz. lard or margarine
6 oz. powdered milk	8 oz. golden syrup
12 oz. yeast	24 lbs. malted meal
8 oz. salt	3 oz. malt extract

Mode:—As described in the previous formula, dissolving the syrup with the yeast and malt. Let the dough prove for an hour, knock it back well and in another fifteen minutes it can be scaled at the required weights. The pieces will be moulded and left a few minutes to recover slightly, then re-moulded to the shape of the tins being used. Prove in a comfortable temperature without steam, it is usually sufficient to cover the loaves with a damp cloth covered again with a dry one to keep in the moisture. One pound loaves should be baked at least an hour, the heat being a good deal less than for white loaves.

The fourth loaf depicted is of the under tin or sandwich type, and is the form in which such patent breads as Bermaline, Carr's Malt, etc., are usually made. It is a very attractive loaf provided that the tin is the proper size to hold an amount of dough that will fill it out when proved to the point at which an even, good-textured crumb is secured.

The dough can be of the same type as the upright loaf, though it is advisable to have it a little stiffer to avoid contraction after baking. The tins should have small holes in the bottoms or they will often "lift" during baking owing to the imprisoned air. They will usually be baked on trays especially if the oven carries a good bottom heat, and must, like the other kinds, be well baked.

In addition to the larger loaves described, several varieties of small bread especially suitable for the tea table are made in some districts. The shapes can be any of those illustrated last month in the milk bread section of these articles. For a small quantity use the following dough:

2 qts. water (5 lbs.)	3 oz. salt
4 oz. powdered milk	4 oz. yeast
6 oz. lard or butter	8-9 lbs. meal
4 oz. syrup	1 oz. malt extract

Mode:—Make up as described previously and let the dough lie for an hour. Scale in 1½ hours from making and mould into the required shapes allowing from two to three ounces for each roll. Prove to a nice size, egg wash carefully and bake in a fairly warm oven.

Another type of special digestive malt bread is given below, containing chemicals in addition to yeast, which results in quite a different eating bread possessing distinct dietary qualities.

2 qts. water (5 lbs.)	2 oz. cream powder
3 oz. yeast	1½ oz. carb. soda
3 oz. sugar	1 oz. malt flour
3 oz. milk powder	4 oz. fat
2 oz. salt	8 lbs. wheatmeal
	4 oz. golden syrup

Mode:—Weigh the meal, sieve the salt, chemicals and milk powder on it, and rub in the fat. Dissolve the yeast, sugar, syrups and malt in the water at about 90-95 degrees, and well mix the dough. The fermentation must be kept down in this case owing to the action of the chemicals in the bread. An hour from making the dough is quite sufficient to the scaling stage and the proofing must be kept low as the bread will expand a good deal in baking. This type of bread is sometimes dusted thickly with flour or meal before baking. Any kind of rolls or typical tin or coburg shapes can be made from this dough, the bread from which will appeal to many palates, as it is of a lighter nature than most of the brown and malt breads.

Wholesale

**Edited especially
for the busy baker
of large affairs.
News and problems
of the Manufacturing Baker.**

A General Review of the Wholesale Trade and Discussions of Practical Problems

Completing the Bread-Selling Circle

Campaign to Consumer and Dealer is Inadequate Unless Wagon Men Are Interested Also

Written for Bakers Review by G. D. Crain, Jr.

THE chief problem of the wholesale baker who is trying to increase sales is to get all of the factors involved working together to the best advantage.

He spends money for advertising, so as to interest the consumer; he works out a special "deal" for the grocer and other retailers, so as to have their co-operation and interest; but, strange to say, the wagon man, the direct representative of the baker, is often overlooked, and possibilities for increasing the effectiveness of the campaign are not taken advantage of.

The complete selling circle must take into account the wagon man as well as the retail distributor and the consumer; for while it is possible to put on a successful campaign without having the full co-operation of the drivers, there is no getting away from the proposition that better results can always be obtained if their interest and enthusiasm have been aroused.

EVIDENCE OF THE WAGON MEN'S IMPORTANCE

The importance of this feature can be evidenced in another way, and that is by comparing the expenditure involved. The concern which is compelled to go into the daily newspapers with large space in order to get all of the possible consumers of its product interested is certainly spending big money; and if samples for free distribution are put in the hands of the dealers, who are after given their regular profit on goods handled in this way, that also means a big outlay of money.

If the expenditure of an exceedingly small percentage of what must be appropriated to get the ball rolling in the manner suggested will hook up the wagon-men to the campaign effectively, it is certainly good business to authorize it. In fact, it is folly not to do so, considering how little it will take to turn the trick, and how much more resultful the campaign may be if the direct representatives of the baker take the proper amount of interest in the campaign.

Just because the wagon men have to handle what may be regarded as the purely mechanical features of the business, the actual distribution of the goods from the plant to the boxes and cases of the retailers, their possibilities along constructive selling lines may easily be forgotten. But they are there; and no matter whether the baker may regard his outside men as high-grade in regard to selling ability, or fit only for the simplest tasks, there is an opportunity to work up a plan of co-operation that will help at every step of the way.

One of the simplest and at the same time most effective ways to get the wagon-men interested in increasing their sales is to conduct a prize contest at the time that a campaign may be running. It is possible that such a contest might work at other times as well; but just now the point to be

stressed is that it is wise to get them interested in the general proposition of pushing the special campaign as hard as they can, even if they are not given an injection of pepper at any other time.

A certain baker, who has managed his own business so well that he has had to build a couple of large plants to take care of its steady increase, is of the opinion that a contest in which the men have a chance to add to their earnings is one of the best possible stimulants to the business.

THE CONTEST STIMULATES ENERGY

"I should consider any special campaign of ours far from complete," he asserted, "if the wagon-men were not included by means of some special offer. We devote a lot of attention to making the plan attractive to the consumer and the dealer; and it is just as important, in my opinion, that something be done to insure the hearty co-operation of our drivers, who after all are our salesmen, even though their selling work is usually of the most elementary nature. However, they are capable of being trained to do better work, and one way to get their interest aroused is by offering prizes in connection with a campaign which the bakery may be putting on."

This wholesaler is of the opinion that it is not wise to have prizes hung up right along, believing that the idea would soon lose its novelty and interest; on the other hand, the average bakery is working along about the same lines all the time, and a regular system of bonus payments to those whose records showed that they were doing the best work, might help to keep interest up continuously, instead of concentrating it during the periods when the company was going after new business by means of general advertising and special work with the dealer.

Another point to be taken into consideration in planning the use of prizes with the wagon-men is that they are not all on the same footing, to start with. Some of the men have longer or better routes, and to say that the prizes would go to those making the greatest increase, in dollars and cents, would not be fair to the men with less prosperous sections to work in, whose sales opportunities would consequently be more restricted. The percentage plan of figuring increases thus appears to be the most equitable, although if the number of prizes used is great enough there could be awards for gross as well as percentage increases.

There should certainly be a sufficient number of prizes hung up to make each man feel that he had a good chance to get something. The number will vary with the number of wagons the bakery is using, but there should be enough to enable 15 per cent. or more of the men to share in the awards. The greater the number of prizes given, the more

enthusiasm and hard work will be brought out. And as the object is to get the wagon-men as a whole to bring all the increased pressure they can bear on the retailers, it is well to remember that the contest should be planned along lines that will interest everybody.

Cash is the most generally desirable prize material, because every man will appreciate an award of that kind. The principal prizes should therefore be given in money, while the minor ones might be in merchandise, as a better showing can usually be made with a limited amount of money when converted into goods than otherwise. But the amount of money appropriated can be varied to suit the size of the business, the extent of the campaign and other factors which each baker is in the best position to decide for himself.

The duration of the prize contest is another feature of the proposition which should not be lost sight of. Ordinarily a contest should not be so long as to risk loss of interest on the part of those participating; on the other hands, it should be coincident with the general campaign. Usually a month will cover the work of introducing a new line and getting distribution, as under those conditions, provided the goods have been properly introduced by advertising to the public and the dealers, the proposition should be a familiar feature of the situation. That means that the price contest for the wagon-men should be made to run about that long.

TWO WEEKS TO A MONTH ABOUT RIGHT FOR A PRIZE CONTEST

Bakers interviewed in this regard expressed themselves as believing that anywhere from two weeks to a month was about the right period. Less than two weeks would hardly give the men a chance to get into their stride, and to develop all of the prospects which they might have been working up in the meantime; and longer than a month would dull the keen edge of their enthusiasm, and make it more difficult to keep the tension and the interest up.

After all, while offering cash prizes and thus providing a material consideration is necessary, the real feature is getting the men into the correct mental condition. That is, it is their enthusiasm and hearty co-operation that the baker must secure, rather than simply a selfish and sordid desire to get the additional money. Thus something more than the prizes themselves are needed. Meetings should be held, to discuss the progress of the campaign; information regarding the

advertising should be put in the hands of the men, so as to give their interest something to feed upon; and every feature of importance should be made use of, so that the men can "warm up" gradually to the proposition, and be inclined to talk the advertised line to the dealers of their own volition, rather than because they have been instructed to do so.

A baker who has put over many a successful selling campaign, and who is regarded in his own community as one of the most progressive members of the trade, emphasized recently the importance of winning the co-operation of the wagon-men in a special drive for new business, such as is frequently put on by a large wholesale bakery.

"We have found that while it is impossible to get 100 per cent. efficiency out of these men," he said, "it is easily practicable to bring about a marked increase in sales, no matter what the proposition advertised may be. It may be a new size or shape of loaf; a new kind of bread, such as salt-rising, that we have not marketed before; a specialty in the way of a cake, or something of that sort; but, no matter what the item, getting the men really interested through offering a bonus or prize of some kind always plays a part in making for the increased business that is desired.

VITAL THAT WAGON MEN PUT IN THEIR BEST LICKS

"In this connection a very important point is that while the big drive is on, with lots of money being spent for advertising and in other ways, it is vital that the wagon men put in their best licks. In other words, we must get distribution in the shortest possible time, and it is up to them to accomplish it. If their interest has been stimulated by a chance at attractive cash prizes, we can rely upon this important feature of the work being properly attended to, and thus the stage set, as it were, for successful application of the advertising. Retail distribution is the fundamental element, after unless that is provided much of the value of the advertising will be lost.

"That is another reason why we try to make our plan attractive in some way to the dealer, so that he will be ready to co-operate with us. In short, we have three factors to consider—our own representatives, the dealer and the public, and any sales plan that does not take account of all of these is sure to fall short."

* * *

The Baking Industry and Progress

"Chicago Master Bakers' Association" Calls for Technical Education

Among the trades supplying the daily necessities of life, the baking industry particularly has in recent years, placed its operations and methods, more and more upon a scientific basis requiring technical knowledge that can be acquired only by study. Baking and its products are subjected to the most rigid criticism, for it is well known that here we have to deal with an art purely domestic in its origin, and still a favored occupation of the industrious housewife who is not otherwise too much engaged, unless she feels assured that the bread supplied by the baker is always of the same good quality and pleasant taste, meeting all requirements as to volume, texture and odor.

There is no room for guess-work in a bakery plant operated upon scientific principle. "Accident" is eliminated, for the baker is fully acquainted with the many chemical changes that take place in his wares from the moment the dough is mixed, until the finished loaf reaches the consumer. Selecting the proper materials and applying proper baking methods, he is always in a position to satisfy the demands of the fastidious American housewife by the quality, appearance and taste of his product.

The study of technical science heretofore has not met with that general interest among the baking industry that prevailed in many other branches of trade. The Chicago Master Bakers' Association, an organization of progressive bakers and business

men, have developed a scientific course that it is thorough in all respects.

The course for bakery operations established at the Siebel Institute of Technology was found, upon investigation, to meet all expectations, teaching, as it does, science, theory and practice of the trade on the broadest scale in the lecture rooms, laboratories and experimental baking and milling plants at the spacious Institute buildings, 960-962 Montana street, Chicago, Ill.

The Master Bakers' Association petitioned the Institute to conduct a special course for their members, twenty-five of whom enrolled their names as students. This request was acceded to, and the course is now well in progress. Many of the most prominent and active members of the association are in attendance, and judging from the great interest manifested by them in the various studies taken up, they seem to realize more and more the correctness of their step, and to expect the most favorable results for their future business success therefrom.

* * *

New Biscuit Trade Marks

The following new trade marks for biscuit have been applied for at the U. S. Patent Office:

Ser. No. 91,227—Word *Yo-Ho*, with suitable illustration, for pilot wafers, by Loose-Wiles Biscuit Co., New York, N. Y., and Kansas City, Mo.

Ser. No. 91,944—word *Iris*, for biscuit, by National Biscuit Co., Jersey City, N. J., and New York, N. Y.

Importance and Value of Knowing and Understanding Your Costs

[Note: The following was prepared by L. V. Estes, Inc., of Chicago, under the direction of the National Association of Master Bakers. It is Letter No. 1 of a Cost Accounting Series, to be issued from the same source. It indicates that the N. A. M. B. is aiming to be of tangible, constructive service to the American bakers.]

OUT of a quarter of a million of incorporated businesses in the United States, over 190,000 make less than \$5,000.00 a year and more than 100,000 make nothing at all. Such are the facts recently disclosed by a national canvass undertaken by the Federal Trade Commission. The record for unincorporated businesses may be assumed to be similar.

A large majority of the 100,000 that make nothing at all are doomed to fail eventually. Let us quote from the actual record of one typical American city of about 25,000 population in the middle west, which shall be nameless.

In 1885 this city had thirty-three factories, nineteen retail groceries and seven wholesale or jobbing establishments. Thirty of the factories, all of the retail and five of the wholesale establishments doing business in 1885, have broken down and made way for others.

Why this high rate of business mortality? The trouble was not with the city, which was and still is prosperous, progressive and growing community. The city was all right. The business failures were due to weakness in the businesses themselves. A detailed analysis of this list of failures showed that a majority of them were due, not to lack of capital, over-buying or poor location, but to *bad accounting*.

Backed by such facts as these we do not hesitate to assert that no competitive business, however small, can long endure without a thorough and accurate system of accounting and cost records. Such records are just as indispensable to the success of a business as charts and compass to a ship at sea. They show the location of the shoals that threaten disaster; they indicate the channels in which the water is deep and safe; they point surely and steadily the course to be followed.

Edward N. Hurley, vice-chairman of the Federal Trade Commission, has pointed out the importance of this subject in the following words:—

The fact must be admitted that in order to put a selling price on a product a manufacturer must first know what it costs to manufacture and sell it. When business was done on a large percentage of profit this was not so essential, but in most lines of industry to-day the large percentage of profit has passed. Manufacturers are working on smaller margins and must absolutely know what their goods cost. Any unreliable method of arriving at cost figures, with margins of profit so close, must be eliminated.

It is a fact well understood among business men that the general demoralization in a large number of industries has been caused by firms who cut prices not knowing what their goods actually cost to manufacture; and the cost of selling, which is equally important, is almost wholly lost sight of.

A manufacturer who does not know with a close degree of accuracy what it costs him to produce the different articles he manufactures and what it costs him to sell them, is not in a position to intelligently meet competition, and invites business disaster.

Many of the larger manufacturers have thorough cost accounting systems, which they recognize as necessary in order to give them the information essential to successful management. On the other hand, the number of smaller manufacturers who have no adequate cost accounting systems, and who price their goods arbitrarily, is amazing.

Proper accounting for the smaller manufacturer is most essential. It is necessary for his success that he know on what particular article he is making a fair profit and on what he is making only a narrow margin of profit or losing money. If he

has this information he can concentrate on the manufacture and sale of the product on which the profits are satisfactory.

Whole industries, in many instances, are suffering from a general lack of intelligent knowledge of costs.

We believe the baking industry is suffering from this general lack. No baking establishment, however small, can afford to operate on the hit or miss plan. *All the problems that have to be met in the largest bakeries are present in the smaller plants and must have careful consideration.*

No baker can determine profits from the cash in his drawer or the balance at his bank. He must consider fixed salaries for himself and the members of his family; interest on his investment; and annual depreciation of his buildings, machinery, fixtures, delivery equipment, etc.

He must employ accurate methods of stock keeping and charging of materials; must inventory his assets at regular intervals; and must consider other factors which he may have thought would affect only the largest concerns.

The most important thing is to get all these elements of expense into costs, and then to sell at a fair profit above that cost.

More thought, rather than harder work, is necessary for success in modern business. Among the premature failures disclosed by the Federal Trade Commission canvass, were many of the hardest working and apparently most deserving men. *They worked too hard and thought too little.* They stayed on the job from early till late; they never took a real vacation, some of them not even an occasional outing; they scrimped on their living expenses so as to leave as much capital as possible in the business; in short they made themselves literal slaves to their business. And yet they failed. Why? Because they overlooked the first essential of business success—a common-sense, business-like system of accounting and cost records.

The purpose of this series of letters is to assist members of the National Association of Master Bakers to put the industry on a fundamentally sound basis so far as the *leading hazard of business* (lack of accounting and cost records) is concerned. It is anticipated that members will examine their own businesses in the light of these statements, and that many will come to realize their truth and act accordingly.

* * *

A New Book on "Cuban Cane Sugar"

"Cuban Cane Sugar" is the title of a little book by Robert Wiles recently published, that should prove attractive, not only to investors and prospective investors in the great sugar industry in our neighboring Island Republic, but also to all sugar users, as it tells in an interesting fashion, without technicality, of the vastness and importance of the cane sugar industry in Cuba. The style of Mr. Wiles' narrative is very entertaining, and reveals the development of an industry of astonishing magnitude. This development is due largely to the infusion of American capital recently on a large scale.

The book demonstrates that the production of Cuban Sugar is one of the world's largest single enterprises, and that more American capital is now being invested in it than in any industry outside of the United States.

The statistics given in the book are reliable and it becomes, therefore, a valuable hand book to investors.

It is published by The Bobbs-Merrill Company, of Indianapolis and New York, and is sold at 75 cents per copy.

General Baking Co.'s Annual Statement

The General Baking Company, \$20,000,000 bakery corporation, has issued its annual statement to the stockholders of the company, which shows a net profit for the year of \$322,325.59.

President W. H. Collins has issued the following statement:

TO THE STOCKHOLDERS:—

The balance sheet of the company as at December 25, 1915, and the profit and loss account for the year ending that date is submitted herewith:

The net profit for the year after making full provision for depreciation of the company's plants and property and after deducting bond and other interest, amounts to	\$ 322,325.29
To this should be added the surplus at December 26, 1914, of	882,848.29
Making a total of	\$1,205,173.58
Dividends have been paid on the preferred stock as follows:	
April 1, 1915 1% \$59,250.00	
July 1, 1915 1% 59,250.00	
Oct. 1, 1915 1% 59,250.00	
Jan. 1, 1916 1% 59,250.00	237,000.00
Leaving undisturbed surplus at December 25, 1915, of	\$668,173.58

The net profits for the year are equivalent to 5.44% on the preferred stock of the company, out of which dividends aggregating 4% were paid for the year. The accumulated dividends on the preferred stock now amount to 13¼%, and deducting the amount of this from the undistributed surplus leaves 5.3% for the common stock of the company.

The sum of \$209,012.28 was charged off against the profits for depreciation of the plants of the company, thus continuing the policy which has been adopted since the inception of the company of making a liberal provision for depreciation. The reserves for depreciation have now reached the sum of \$661,663.10, as shown on the accompanying balance sheet, all of which has been created out of the earnings of the company.

The profits of the past year were adversely affected by the high cost of flour and other materials. The sales increased satisfactorily and with economies made in the operating expenses, this high cost was overcome to a large extent. Unlike many other industries, it is, however, not possible to meet an increase in raw material with an increase in the selling price. With the prolongation of the European war, the great demand for wheat and flour will no doubt continue and correspondingly high prices will prevail, so that the baking industry will, on the whole, be under disadvantages while these conditions exist.

Our bakery at Wheeling, W. Va., was destroyed by fire towards the close of the year, but the property was fully protected by insurance and immediate steps were taken to safeguard the business from disturbance. The plant is again in operation by the erection of a temporary structure and pans are now being prepared for the establishment of an entirely new bakery in that locality.

The company has purchased an additional bakery in Rochester, N. Y., to take the place of one the lease of which was shortly to expire. Apart from this, the expenditure during the past year for additions and improvements of a permanent nature was of little consequence. The company has arranged to erect a new bakery at Steubenville, Ohio, which will shortly be in operation.

The secured gold notes, amounting to \$400,000, due on March 1, 1915, were all paid off at maturity and the General Baking Company bonds, held as collateral, were released and are now in the company's treasury.

National Biscuit Co.'s Year

Even though remarkable conditions in the baking industry caused a marked falling off in the earnings of many firms, the National Biscuit Co., the largest flour-consuming concern in America, was able to earn a margin over the 7 per cent. dividends on both common and preferred stocks.

It is understood that the volume of sales showed a decline of about 5 per cent., but this is regarded as extremely small in view of the generally depressed business conditions over the greater part of the year.

For the fiscal year ended January 31, 1916, net applicable to dividends was \$4,129,791 against \$4,520,402 in the previous year. While this was a decline of \$390,611 or 8.6 per cent. the balance for the common stock after 7 per cent. dividends on the preferred and the usual depreciation charges of \$300,000 was equivalent to 8.18 per cent.

The earnings and dividend record of the National Biscuit Co. for the past four years follows:

	1915-16	1914-15	1913-14	1912-13
*Profits	\$4,129,791	\$4,520,402	\$5,168,018	\$4,539,379
Dividends ...	3,782,835	3,782,835	3,782,835	3,782,835
Surplus	346,956	737,567	1,385,183	756,544
P & L surp .	14,772,796	14,425,839	13,688,272	12,303,080
Earned on com	8.18%	9.52%	11.74%	9.59%

* After deducting \$300,000 depreciation.

The financial strength of the company and its steady expansion over the period is further brought out in the following table, showing the growth of working capital:

	1916	1915	1914	1913
Cash	\$4,158,418	\$4,593,900	\$3,463,985	\$3,910,378
Stks & secs..	1,117,459	815,254	909,948	785,486
Acc rec.....	3,196,259	3,240,235	3,532,333	3,168,356
Inventories .	5,546,043	5,280,845	5,510,415	5,225,060
Tot cur as..	\$14,018,179	\$13,930,234	\$13,416,681	\$13,089,280
Acc. pay	411,958	350,281	465,165	485,816
Wkg cap....	\$13,606,221	\$13,579,953	\$12,951,416	\$12,593,464

The National Biscuit Co. expended something over \$600,000 on plant extensions and improvements last year.

* * *

Loose-Wiles Earnings Decrease

The year 1915 showed a decrease of \$326,527 in the net profits of the Loose-Wiles Biscuit Co., as compared with 1914. The annual statement of the company shows net profits of \$386,271 for 1915; for the previous year the amount was \$712,798; for 1913, \$792,236. Operations for the year ending December 31 compare as follows:

	1915	1914	1913
Net Profits	\$386,271	\$712,798	\$792,236
Miscel. Income	36,099	18,379	60,144
Totals	\$422,371	\$731,177	\$852,380
General expenses	54,574	68,625	68,816
Special publicity exp.....	137,786	132,153	175,000
Interest	107,467	26,897	6,750
Net	\$122,543	\$503,502	\$601,814
1st pref. dividends	344,050	350,000	350,000
2d pref. dividends	140,000	140,000
Surplus	*\$221,507	\$13,502	\$111,814

* Deficit.

In his report to the stockholders, President Loose says: "At no time within the last thirty-five years have outside influences had such a marked effect upon the prices of all raw materials entering into the company's products—the prices of such commodities as flour, sugar, shortening, chocolate and other ingredients, having reached almost unheard of high levels. Your

directors were reluctant to disturb prices of its commodities, and, although the disappointment of hopes of an earlier termination of the war and restoration of more normal prices for raw material finally compelled a very moderate increase in the selling price of box or bulk goods, the benefit of those increases were not reflected to any great extent in the year's operation. Your directors have deemed it advisable to suspend for the year the regular provision it has heretofore been the policy of the company to make for depreciation, and as a consequence no charge appears under this head for 1915."



With the Trade in England

[By our Correspondent]

NOW that the Government has taken up in earnest the question of freightage, there has been a great deal of questioning lately, one way or another, on the Government's actions in regard to their entry into the wheat market. A contract has been concluded for the purchase of a certain amount of Rumanian grain which will be spread over a period of several months, the grain to be held at the Government's disposal in Rumania and exported after the war, or as soon as export facilities permit. The rates of freight, says Mr. Runciman, now being paid on wheat from North America, whence almost all the imported wheat being offered for current delivery in this country is derived, represent about 20 per cent. of the value of the wheat in this country. The rates of freightage from Australia represent about 30 per cent. of the current value of imported wheat in English ports. The freight on a ton of wheat from the former represents about one-sixth, and the freight from the latter about one-fourth of the value of the bread made from a ton of wheat. It must be remembered, however, that the freight on the wheat covers the carriage not only of that part of the wheat which is made into bread, but also of the offals produced in milling the grain.

A conference of the millers in this country has just been held, when some strong remarks were uttered anent the Government's actions. The meeting was not allowed to be reported—at least, not that portion of it dealing with the safeguards taken by the Government to maintain adequate stocks of wheat. "Milling" commenting on the pseudo-secret buying by the Government in the open market, and holding the wheat thus bought, says:

If the present inflation of prices continues, the proletariat of this country, who have been repeatedly told that the world's harvest is the largest ever known, will not lay the blame on Lord Selborne or Mr. Runciman, nor on the speculators in America, nor the wheat dealers in Canada, nor the farmers of Argentina, nor even the shipowners of this country, but on those who seem immediately responsible for the high prices, we mean the bakers and millers. Already we see in the newspapers articles stating that the rise in the price of bread must stop. We tell our readers plainly that it is they who will be blamed if the result of the Government scheme of wheat storage is to send up prices still further, and so to make the loaf dearer. They had better consider whether, in the unhappy event of anything like a bread riot, they will be able to persuade an angry crowd that the fact that bread is approaching 10d. and 1/- a loaf is due not to the baker and not to the miller, but to the fact that the Government have mishandled the situation in this country and induced a speculative fever in America. That is not the sort of explanation that will go down with people who are ignorant of the whole facts of the case, especially having regard to the attitude which has been adopted by members of the Government in their public references to millers ever since the beginning of the war. * * * * *

We are as certain as we are of anything that the millers and merchants would have provided the country with wheat, and had the market been left alone the British consumer would have been several million pounds in pocket. It would have been perfectly legitimate for the Government to say to the trade "if you allow reserves and stocks to go below the minimum we shall commandeer all stocks, establish a monopoly, and import for ourselves." That would have been perfectly fair and reasonable. What is neither fair nor reasonable is for the Government to interfere and dislocate a trade, to send the market up shillings a

quarter, to arouse a speculative mania in America, and then for the President of the Board of Trade to insinuate that the rise in prices is in some way due to millers, who are only being held in check by the sagacious heads of the Board of Trade and the Board of Agriculture.

This shows the feeling of the milling trade on the matter, and the journal proceeds to suggest several schemes, particularly two, which, if adopted would have been far better than the Government's plans: i. e., either the building up of a reserve of English wheat, or of leaving it to the millers and merchants themselves to carry extra stocks, at the same time insuring them against more than a certain loss, and thus avoiding the intervention of the Government in any wheat market.

A CURIOUS CASE OF UNDERSELLING

And from wheat we turn to bread, and the price thereof. Rather a curious complaint was uttered the other day in regard to underselling. Some bakers complained that they were being undersold, not by bakers, but by the sale of loaves set aside from one of the internment camps, this bread being sold at 4 cents a loaf. An explanation was offered that many of the prisoners did not touch their rations, as they had food sent them from friends. The rise in the price to 19 cents, has, on the whole, been accepted in a matter-of-fact way by the public, whilst in some quarters it is asserted that this price is unwarrantable, and the baker ought to produce the loaf, and with profit, for a trifle under 14 cents. This is, of course, absurd, and only a newspaper bluff, but nevertheless, such sayings do not help the baker in his difficult task. Why, flour alone is over 100 per cent. higher in price than before the war!

Although 19 cents is the price generally for the 4-lb. loaf, there is a remarkable variance up and down the country, as the following table will show:

London—

N. and N. W.	18½ cents	Lancs and Cheshire.	17½ "
E. and N. E.	18 "	Midlands	17 "
S. E.	18½ "	Eastern Counties ..	17 "
S. W.	18½ "	Southern Counties ..	18 "
W. and W. C.	19 "	Scotland	17½ "
N. Counties and		S. W. Counties and	
Yorks	18 cents	Wales	17 "

or on an average for Gt. Britain of 17½ cents. The above figures are compiled from official tables published each month, and are therefore only partially correct. For instance, in Wick the loaf is 20 cents; Dublin 18 cents and Belfast 17 cents; Aberdeen 15 and 16 cents, Dundee 17 cents, Edinburgh 18 cents and Glasgow 16 and 17 cents. The Glasgow grocers, by the way, are complaining of the profit they receive for selling bread.

One man stated at a meeting of the association that he was actually losing \$2.50 per week on his bread sales. The grocers wanted the bakers to go back to the old-fashioned way under which the bakers sold the bread to the shop-keepers at the retail price, and then gave a 10 per cent. discount on the sales. This the bakers could not agree to, and the grocers thereupon decided to put on a half-cent when the loaf was wrapped and sent out. But why bother about it at all! The Belfast bakers' association have quite a good way of fixing the price of bread and cakes. They have a scale-list which, of course, has to be altered whenever a rise is warranted. A committee of investigation is appointed, who make tests of the various goods on the list, and ascertain the percentage of profit existing weights represent. The results are often a revelation, and in consequence, the manufacture of a number of articles which show an unprofitable margin, are discontinued. A weight-testing scheme also helps this scheme. The secretary of the association calls without notice, but during the same week, at the factories of the members, and the goods he selects are weighed in his presence, and a tabulated memorandum of the results are presented to the monthly meeting of the association. It appears to the writer that this is a scheme worthy of adoption

generally and would thus save a lot of underselling not only in bread, but smalls and fancies generally.

NO NATIONAL CONFERENCE THIS YEAR

There will be no conference again this year of our National Association, but probably a meeting held in London in June on similar lines to last year. The Scottish association will also probably meet again in Edinburgh as last year. At the last council meeting of the former a long discussion ensued on the admittance or otherwise, of women to the National School. They have never encouraged female trade students at the school, but owing to the extraordinary circumstances there are only about two students now attending the classes. After a lot of talk about females ousting male labor from the bakeries, it was decided to admit females for training, subject to the limitation that such students were connected with the trade, or that it was their intention to work for the trade.

MILLERS DOMINATING THE BAKERS

Another matter, which is also receiving attention in America, was considered, namely the relation between the miller and the baker. One member said that it was no use unlinking the fact that the millers were dominating the bakers, and would dominate them more and more. He would not be surprised if the millers, knowing the financial position of some of the bakers was not very grand, would soon be demanding that before one sack was delivered under a contract it must be paid for. The position between the baker and the miller to-day was intolerable. He contended that it was possible for the baker to get his own terms from the miller, as he could, and if one man could stand alone and compel the miller to supply him with flour on his own terms, surely the association could dictate to the millers the terms upon which they could buy.

These strong remarks were the outcome of a proposition that the association get into communication with the millers' association for the purpose of considering the question of a joint flour bought note.

THE COST OF BREAD DELIVERY

The question of delivery of bread is still agitating the minds of bakers up and down the country. Opinions differ so vastly as to the cost to the baker to deliver that it seems as if the bakers, on the whole, do not take this great matter into consideration when fixing the price of bread. Some reckon it costs a cent a loaf others two cents, whilst others put it at \$1.50 per sack. Naturally it depends upon the extent of the rounds. It is cheaper to deliver within a radius of a mile than five miles, as some openly declare they have to deliver. A well-known member of the trade here, discussing the matter, said that even if a baker lost 50 per cent. of his trade through stopping delivery, he was in as good a financial position as he was before. He suggested that a number should combine and open a bread shop or bread depot on the collective principle, thus doing away with the multiplicity of shops. But to opine that by stopping delivery it would mean releasing, in London alone, some 20,000 men for the army, or the releasing of thousands of faeriers, and saddlers for other services, is nonsense. However, the subject is being thoroughly discussed in all its bearings at association meetings, and if it does no other good, it will open the eyes of many to the cost of delivery, which item they had not taken much count of.

Here is a little tale on the other side of the question, as given by one of our country daily papers.

The lady of the house said to the errand boy: "Will you tell Mr. X to send you round early in the morning with this order?"—"It's no use asking me to give 'im a message, missis. I'm fed up. It's 'arf past eight now, and he wants me back at eight in the morning. I'm going straight back now. I'll throw his blooming basket over his yard wall. I can get double money on munitions and 'elp the old country a bit, so I'm chucking the bakery.

Bakers' Reciprocal Exchange Prospering

Bruce Dodson, manager of the Reciprocal Exchange, Kansas City, Mo., has issued the annual report of the Exchange, which is in strong financial condition.

The Reciprocal Exchange during the past fifteen years has returned to policyholders over \$1,000,000 in cash savings, the average saving effected during that time having been about 40 per cent. of the usual cost of their insurance. In addition to this, it has during the same period paid for fire losses over \$1,000,000, and accumulated assets which at the present time amount to another million dollars.

The Reciprocal Exchange caters to ice manufacturers, ice cream manufacturers, launderers, publishers, and brewers, as well as bakers. The bakers are grouped with the launderers and publishers. The resources and liabilities of this group on December 31, 1915, were as follows:

RESOURCES	
United States Bonds	\$ 5,000.00
State Bonds	7,349.00
County Bonds	19,625.00
Municipal Bonds	76,871.25
Guarantee Fund	129,200.00
Net Deposits in Course of Collection .	13,060.30
Cash in Banks	54,307.15
	<hr/>
	\$305,412.70
LIABILITIES	
Fire Losses in Process of Adjustment ..	\$ 1,050.00
Surplus and Reinsurance Reserve	304,362.70
	<hr/>
	\$305,412.70
RECEIPTS AND DISBURSEMENTS	
November 1, 1905, to December 31, 1915.	
<i>Receipts:</i>	
Net deposits credited to Subscribers	\$674,048.56
Net interest, less Taxes, Advisory Committee and Legal Expenses	6,763.55
Guarantee Fund	129,200.00
	<hr/>
	\$810,012.11
<i>Disbursements:</i>	
Losses Paid	\$280,270.57
Losses in Process of Adjustment ..	1,050.00
	<hr/>
	\$281,320.57
<i>Returned to Subscribers:</i>	
Savings returned in cash to policy holders	\$224,328.84
	<hr/>
	\$505,649.41
Surplus, Reserve and Guarantee Fund:	\$304,362.70
	<hr/>
	\$810,012.11

Note—Above figures are net after deducting re-insurance and 25% fixed expense of administration.

This is a mighty good record, and the bakers who participate in the benefits of the Reciprocal Exchange are to be congratulated.

The advisory committee of the Exchange includes Jay Burns, president of the N. A. M. B.; Samuel F. McDonald, vice-president of the N. A. M. B., and B. Howard Smith, of Kansas City, Mo., who is a former president of the N. A. M. B.

♦ ♦ ♦

Julius Niclas Moves to the Coast

Julius Niclas, of the Chicago firm of Julius Niclas & Co., who is known throughout the country for his long-time connection with the baking trade in the manufacture and sale of cake ornaments, etc., has secured a beautiful bungalow in Los Angeles, Cal., where he intends to make his permanent home. Mr. Niclas expects to move to Los Angeles in June, and his many friends on the coast will surely make him welcome.

In The Workshop with the Op- erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

The Safety Movement in Bakeries

Eighth of a Series of Practical Articles, Written for Bakers Review, by C. J. Kremer

STEAM BOILERS AND STEAM

DEVICES for generating steam are to be found in practically all bakeries. They range from a tea kettle to the spout of which a hose is attached, to high-pressure boilers of a type which embodies the best practice in boiler construction of today. In all are elements of danger often all out of proportion to the size of the boiler. Indeed, it may be safely assumed that more people are injured by comparatively small boilers than by large and pretentious ones. In the minds of many people boiler accidents are confined to boiler explosions. This is an erroneous idea. The term that should be used is "Boiler Failures." All explosions are failures, but not all failures are explosions and many an explosion took place because there was a failure first.

Perhaps the best way to work for safety along these lines is to explain, as well as we may, steam. The baker who fully understands boilers and steam usually uses due care; he knows that they are willing and efficient servants when properly confined and used but may become tremendous agents for destruction when not vigilantly, carefully and intelligently cared for and tended to.

When water is heated to 212° F. it vaporizes, and turns into steam—at sea level. There is a difference at different altitudes, but for the present notes we may ignore that phase. In an open vessel we can not raise the temperature of water above the boiling point—212° F. no matter how much heat we apply. All the heat is used up in turning water into steam—and goes off with the steam. This heat—stored, so to speak, in the steam—forces the molecule of water apart, and causes them to occupy a much larger space than they did when their temperature was less than 212° F. One pint (one pound) of water to be turned into steam requires as much heat as it takes to melt three pounds of steel or thirteen pounds of gold. This same pint of water when converted into steam will expand to 1645 pints or two hundred and five $\frac{3}{4}$ gallons.

In a closed vessel such as a boiler, the steam presses in every direction with force and we call this force or energy pressure and adopt the term "pounds" to express the force. One pound of steam means that steam confined in the boiler presses with a force equal to one pound in weight against a surface one inch square.

The pressure which may be attained is limited only by the strength of the boiler. There is no boiler made nor can there be one made that can not be disrupted by confining water therein and applying heat to it.

It is evident that, if a tremendous force is confined and suddenly released, great harm may be done by it. He who is in the way of escaping steam is as sure to be injured as he who is struck by a bullet discharged out of a rifle or by a stone falling from a distance on him.

Steam at one hundred pounds of pressure is compressed to about one-eighth part of its normal volume and when pressure is taken off will instantly expand and burn whoever it may envelope. Its greatest danger, however, does not lie in such ex-

pansion, nor in the fact that it travels with the velocity of a rifle bullet, but in the heat chiefly confined in the water and prevented from turning the water into steam by the pressure. When the steam gauge registers one hundred pounds of pressure the water and steam in the boiler has a temperature of about 337° F.; at fifty pounds it is 298°. If the boiler is ruptured and the pressure removed or lessened this heat will turn the water into steam as quickly as powder or dynamite flashes up and will tear everything in its way. Indeed, the forces of disruption confined within the steel walls of a boiler may well be compared to a fearful giant fettered and bound, but straining and trying to tear his fetters and become free. If the boiler gives out the fiery giant is released and spreads wreckage and destruction in his path. In a work on modern steam boilers



Fig. 1.—Madison, Wis.—Wrecked wall; place in factory where boiler was set is marked with an X.

the author, speaking of the destructive force of a good-sized boiler exploding, says: "The muzzle energy of a 12-in., 50-calibre Vickers-Maxim gun is officially given as 53,400 ft. tons. Firing an 850-lb. projectile the shot will pass through four 12-in. wrought iron plates and bury itself more than 4 in. deep in the fifth. The muzzle energy of our boiler is 280,000 ft. tons or more than five times as much.

"Once more, if we imagine the boiler set on end and its effort concentrated upon the discharge of a projectile weighing a ton, the initial force would be sufficient to send it vertically upwards to a height of 53 miles."

Lest a baker think, "Oh, my boiler is a small one, it does not hold much water and there isn't much danger," let it be stated distinctly right here that *eight gallons of water* (32 quarts.

or less than three pails) at from sixty to seventy pounds of pressure contains as much energy as does one pound of gun-powder.

There are just three things necessary to wreck and kill; they are: first, a closed vessel such as a boiler; second, a quantity of water in this boiler, and third, a fire below the water. The fire generates the energy (force); the closed boiler confines it, and the water yields and stores it up. When the pressure in the



Fig. 2.—Boiler as it dropped into a swamp 200 feet away from factory.

boiler becomes greater than the strength of the confining steel or iron at its weakest point it tears it as a mighty body of water which had been held back by a dam bursts the retaining structure and rushes forth, carrying death and destruction with it.

TWO CASES IN POINT

A serious boiler explosion took place in a bakery here recently. A boiler which had been installed for the sole purpose of furnishing steam for one oven failed, partially wrecking the shop, killing one man and seriously injuring another. The direct cause of the explosion was never ascertained as the man who tended it was killed.

The illustrations show a boiler failure which occurred February 7, 1915, at 10 A. M. (Sunday morning) when there was not supposed to be any pressure on the boiler.

The boiler was only 30 inches in diameter and of the upright type such as found in most bakeries. It did a damage of about \$20,000.00, but on account of it being Sunday no person was hurt.

The boiler was used to furnish steam to a heating coil; the safety valve was supposed to be set so as to give relief at 65 pounds pressure. The failure started near a rivet at the bottom (mud ring) of the boiler on the inside. A V-shaped piece of metal was torn from the inside cylinder, bent backwards over the fire and against the crown sheet. There was considerable force; the boiler was projected through the roof of the building, over telegraph and telephone poles and wires without doing any injury to them, across railroad tracks about a distance of 200 feet from where it originally stood.

It was stripped of all its fittings and so far as known none have been recovered.

CAUSES OF BOILER FAILURES

It is often impossible to ascertain the exact and direct cause for a boiler failure due to the destruction it effects. Some of the most frequent causes may be mentioned.

(1) Boilers used in bakeries are often designed for rather low pressure and an adequate margin of safety is not provided

for emergency pressures resulting from carelessness of attendants or from failure of relief attachments to work.

(2) They are often not properly taken care of, so that boilers and fittings deteriorate rapidly without the damage becoming apparent.

(3) They are at times in charge of unskilled attendants who have little or no knowledge concerning the possibilities of steam.

(4) They are frequently not correctly installed.

The safety attachment may be out of order and inoperative.

In bakeries especially there is no utensil more abused, and handled and cared for with less regard for safety and less understanding than the boiler.

THE BOILER

Before boiler plate was in the market huge boilers were made of sections of cast iron bolted together. The evolution of boiler construction is very interesting but far beyond the scope of these notes. Many states require boilers to be constructed according to certain specifications and that they be tested and inspected before they are put in service. The proper construction of boilers is of great importance and a baker should specify in his contract for a boiler that it conform to the established standards with a liberal margin for safety. Insurance companies will, as a rule, gladly furnish specifications and their inspectors may often be consulted to good advantage.

It never pays, nor is it ever safe to install a boiler that is too small, that must be "crowded" to do the work. Boiler making has almost become an exact science, and there is no excuse for a boiler unfit to give the service that is likely to be required of it in a bakery.

BOILER FITTINGS

There are various devices which promote safety and which ought to be attached to every boiler. They were designed and are intended to help us control the forces within the boiler. It would be hard to say which is most important; they are all



Fig. 3.—Another view of the wrecked building. Boiler lies in swamp about 75 feet back from where this picture was taken.

essential to safety. A water glass, water gauges, pressure gauges, safety valve and check valve on feed pipe are indispensable. Probably the first requirement to have a boiler safe is plenty of water. The water glass ought to show the correct level of the water in the boiler. In Germany it is required that the point below which water must not be permitted to sink be strikingly and distinctly marked on the glass. It would be wise for every baker to follow this requirement. Some men have turned water in a boiler when none was to be seen in the glass and lived

to tell the story, but not all. A fellow relating his experience to me said: "There was no water in the glass, I turned on the injector, and then ran and prayed like hell."

Connections between boiler and water glass may become clogged and for this reason water gauges must also be attached so as to have a double check. There should not be less than two, preferably three. Many high-grade boilers are equipped with fusible plugs and low water alarms which sound a warning when water sinks below safe level. The steam gauge indicates on a dial the pressure within the boiler; it shows the stress and strain and turmoil within. The safety valve is intended to open and give relief when a certain pressure in the boiler has been reached.

Formerly lever valves with weights were used. The lever is marked at certain points with a number which indicates the pressure in the boiler that will open the valve when the weight is placed at that particular point. This safety valve has fallen somewhat into disuse because it is easily tampered with. Pop safety valves are now chiefly used. These are kept closed by the pressure of a stiff coil spring which gives way when a certain pressure has been reached, giving relief to the boiler and sounding an alarm at the same time.

In many bakeries boilers are fed directly from the public water system and feed pipes are connected directly to water service. The pressure of the service is relied upon to force water into the boiler. In all such cases a check valve should be placed into feed pipe near the boiler. It is evident that if the pressure in the boiler is greater than the water pressure on the mains, boiler can not be fed. Not only that, the water in the boiler may be forced back into service pipes, possibly into the mains or out of cold water faucets in the bakery. The crown sheet and the flues may then become red hot and serious trouble is sure to follow.

It cannot be too strongly urged that all the fittings must be free from defects and adapted for the service that is expected of them. They also must be attached correctly. What good is a water glass if it is stuffed up at one end with the packing and does not indicate the true water level in the boiler? Safety valves should be of ample size and kept in good working order. It is absolutely necessary that pressure gauges be correct and trustworthy. They should be tested from time to time as they may get out of order.

THE FEED WATER

Usually a baker has not much choice as to the water to be used in his boiler, he therefore should study the water he is using, as that has a great influence upon the safety and life of the boiler. Practically all water contains some mineral substances held in solution, the steam, however, can not carry off any of the mineral constituents; these are left in the boiler and form sediment and scale therein. Scale varies greatly in composition but its chief constituents according to authorities are: sulphate of lime and carbonate of magnesia; chloride of magnesia and sulphate of magnesia also occur and are particularly objectionable as they are very corrosive and attack the metal of the boiler. Scale may so encrust the plates and flues of the boiler as to prevent the water from coming into contact with the metal, this then becomes red hot and burns. Thus a boiler may be burnt up but still not "steam" as well as it ought to and the same amount of heat or fire may produce different results in boilers that are apparently alike.

Another trouble that is likely to be caused by impure water should be mentioned. Scale or sediment may be forced into the openings leading to water glass so that this does not indicate the true water level; the seat of the safety valve may become crowded and stuck so that it fails to open when the pressure becomes too great; sediment may lodge in the check valve on the intake pipe and permit water to be forced out of boiler. Most boilers are fitted with a bottom blow off valve and pipe. Scale or sediment may lodge below seat of valve and permit water to escape unnoticed into drain. "Low water" is perhaps the most serious danger that threatens the safety of a boiler.

He who expects that guards may be made which protect against boiler accidents is doomed to be disappointed. The only guards that can be suggested are care, cleanliness, order and good sense. No baker should permit any person to meddle with the boiler unless he is fully satisfied that the man understands the rudiments and dangers of steam.

The Industrial Commission publishes the following rules for boiler attendants:

BOILER ROOM RULES

1st:—Immediately upon entering the boiler room ascertain beyond a doubt, whether the water in the boiler is at the proper level.

2nd:—In case of low water with fire in the furnace do not draw the fire, as this will intensify the heat and make matters worse, but immediately cover the fire with ashes or fresh coal (wet ashes or slack coal preferred) and close the ash doors. Do not under any circumstances, turn on the feed water or touch the safety valve. LET ALL the steam outlets REMAIN as they are until the boiler has cooled off.

3rd:—See to it that all connections to the water column are free. Prove the water glass reading by occasional blowing.

4th:—Keep boiler clean and dry on outside. Do not allow wet ashes to accumulate around the water legs or other parts of boiler. Do not allow water from leaking joints or other sources to come in contact with boiler. Failure to observe these rules will cause corrosion.



Fig. 4.—Coils for Heating Water May Become Dangerous.

5th:—Leaks no matter how slight, should be repaired immediately, otherwise they will become worse and cause corrosion and grooving.

6th:—Keep boiler clean internally. Do not allow scale, mud or oily matter to settle on the fire sheets, as it may cause the sheets to become burnt, bagged or buckled; also rupture and explosion may result.

7th:—Cause the safety valves to blow at least once every twenty-four hours. They sometimes stick. Care should therefore, be exercised to keep them in good working order. If the safety valve is not blowing freely when the pressure gauge indicates the stipulated pressure allowed in the inspection certificate the cause should be ascertained immediately.

8th:—The blow-off valves should be opened wide for a moment daily. This will aid in keeping boiler and blow-off pipe clean, but NEVER open the blow-off valve or cock with a jerk, as it is liable to let go and cause a serious accident.

9th:—Bags should be repaired immediately. If not down too far and the metal is sound, they can sometimes be driven back, otherwise it will be necessary to cut out and patch.

10th:—In case of foaming, close the throttle and open the fire doors for a few minutes, when the water will usually settle and the proper height may be ascertained. The trouble, if caused by dirty water, can easily be overcome by feeding and blowing. Where there is a surface blow it can be used to good advantage.

11th:—Do not blow off under pressure when intending to clean out, as the heat of the boiler and the brickwork will bake the mud and scale on the shell and tubes, making it extremely difficult to remove. Allow the boiler and brickwork to cool. Boiler should then be drained and thoroughly cleaned and

washed out both from the top and bottom. Boiler should be cleaned out at intervals frequent enough to keep it clean and free from scale.

12th:—Do not close the damper entirely with fire in the furnace, as gas is liable to accumulate in the combustion chamber or tubes and cause an explosion.

13th:—Keep all connections and appurtenances in good working order and keep everything about the boiler room clean and neat. In case of accident keep cool but act promptly and with precision.

A few words of warning as to hot water heaters such as are connected with many bake ovens may be said. For these water is heated in a coil of pipes exposed to the fire and the hot gases of the oven. As the water is heated it travels into a boiler or more properly speaking, a tank made out of galvanized iron placed on top or at side of oven. As long as there is an abundant supply of cold water there is no danger, but if for some reason the flow of cold water to the tank should be stopped all the dangers spoken of in the beginning arise. Cases have happened where water supply froze and severe explosions occurred. The

supply valve should never be closed unless for repairs in the system and if it is closed the hot water faucets should be left open so that any steam which may be formed will find an outlet. After a supply valve has been closed great care must be exercised not to turn cold water into hot pipes, let the coil get cold if you have any reason to think it is empty.

About a year ago there was a man severely scalded by steam in a bakery here. They had live steam in the bakery and a hose connected to a nipple. The hose was used for steaming out cans, heating water and it came handy in many ways. The supply pipe came down a wall at the side of the sink. About 4½ feet from the floor was an L with the nipple to which the hose was attached. The baker opened the valve, there was considerable pressure, the hose blew off from the nipple, the steam blew against the baker, through the thin garments he wore and burnt him severely from his chest to his knees. If any one has a hose connected to a nipple run straight down; some day the hose will blow off. Make sure that the steam will not scald any one if it does.

♦ ♦ ♦

How to Make Easter Buns

Written for Bakers Review

THOUGH many attempts have been made to decry the popularity of the Good Friday or "hot-cross" bun, the custom of making them is still observed and periodically worries the baker whose trade is of such a character as to require them.

There have been several points from which an attack has been made upon the custom. The medical men have said that, from a dietetic standpoint, buns were not desirable; the bakers themselves said that a lot of work was entailed in the manufacture and very little or no return was possible; the bakers employed have complained of the work and also of their small share of the return in the shape of extra pay.

One might have supposed that these joint attacks would have resulted in a natural if not a hasty death of the practice of making buns at Easter time; and the fact that this is not the case just goes to show what a hold these habits and customs have upon our daily life.

With the medical point of view we are not much concerned, because there are very many directions in which the same charge, even if it be true, could be made. With the question of a lot of work and little profit we are more at home, because it is only another illustration of the charge often brought against the baker, viz., working for nothing. It is certain that, given an adequate return, the baker would have no objection to bun-making, and it is a duty he owes to the trade and also to his employees to ensure this.

He must get such a price for the goods as to enable him to pay his men adequately for their work and then leave him a good margin for his outlay and trouble. The sooner the baker makes it plain to the public that he is in business for just the same reason as other people are and not for philanthropy, the sooner the trade will be lifted on to a higher plane of respectability; both for the work-people and the employer.

A practical system for making Easter buns is described here, which, if properly carried out, will go far towards abolishing the faults outlined above.

Absolute efficiency of working must be a *sine qua non*, and this will cover both speed and working processes. A system of ferment and dough making is recommended for bun making. A straight doughing system is undoubtedly better for most other goods, but time is saved by using a ferment here. Good buns can be made by a straight dough, but more time and more yeast are needed.

A little care on the score of ingredients is also needed. The flour should be a good, strong brand or blend and it may be taken that if it will make good bread it will make good buns. The yeast should be a fast-working variety and fruit should be

small and properly cleaned. The fat can be either good soft margarine or a vegetable fat. A soft moist sugar will do very well and a liquid mixed spice should be used. Regarding a system of working, the first things to study is the proving capacity of the bakery, as on this will depend the speed at which the buns can be turned out. The cupboard kind, with racks to fit the trays, and either a gas ring, or a jet of steam from the boiler to provide the necessary heat will be found quite satisfactory. Another point to be borne in mind is that of having just enough bun dough to fill your trays, and just enough trays to fill your provers.

By this plan, the risks of spoiling dough and over proving are absolutely avoided. You can follow on with successive batches, knowing exactly where you are all the time.

The baking is not much trouble, as every bun baker knows: it is the proving accommodation which presents the difficulty, and very few bakeries cannot bake the buns if they are ready.

For example, suppose proving space is available for 50 trays, each holding 40 buns, a piece of dough to make 2,000 buns will be needed. Allowing them to weigh 1½ ounces each, 3,000 ounces or 187½ lbs. dough will comprise the batch. Here is a formula that will produce that quantity.

For the Ferment	20	qts. (50 lbs.) water	For the Dough	10	lbs. fat
	2½	lbs. yeast		10	lbs. sugar
	1	lb. malt extract		20	lbs. currants
	5	lbs. liquid egg		2½	lbs. peel
	5	lbs. sugar		4	oz. bun essence
	10	lbs. flour		2	oz. lemon essence
	2½	lbs. powdered milk		3	oz. egg coloring
				8	oz. salt
				70	lbs. flour

Mode:—Set off the ferment in a large tub by taking up the water at about 100 degrees. Take out about a couple of quarts and dissolve the yeast and malt in it. Put the liquid egg, the milk powder and the sugar in the remainder and dissolve, then stir in the yeast, liquor and add the 10 lbs. flour. Cover this down till it has nicely dropped, which should take about 45 minutes, during which time the doughing ingredients can be got ready. Put the flour into a small trough, add the salt, rub in the fat and mix the fruit into the whole. When the ferment is ready, dissolve the sugar and essences in it and mix the dough. Cover it down for an hour and give it a good turning and dusting up. In another hour it will be ready for weighing off, which

can be best done by means of a divider. Mould them on the greased trays, partly prove, and cross with either tin or wooden crosses. Finishing the proving is a matter of judgment and a very hot oven is needed for the baking. They are usually washed while hot with a strong syrup or a gelatine or weak custard wash.

When a big output has to be faced the matter of a succession of batches must be studied.

If a duplicate set of trays is available the next lot of dough can be coming along and as soon as the first batch is in the provers the next can be divided and moulded. If not, the plan to follow is to mould the buns on board or trays; or failing a

sufficient supply of these can be packed all around the tables and covered with light cloths. When half proved the trays will be available again, and they can be at once crossed and placed to prove and the next dough treated in the same way. Slight differences are of course permissible, but the writer has not found the system outlined above to fail if it be properly carried out, while the primary idea is realized, viz., commercial utility and bakery efficiency. The matter of costing and pricing is naturally a matter for the individual to fix for himself, but a good plan is to secure that the manufacturing expenses as far as the actual ingredients are concerned do not exceed fifty per cent. of the selling return.

* * *

Answers to Inquiries on Many Problems of the Bakers

This department is open to any and all of our readers who wish to secure information on any phase of the baking business. In requesting answers to inquiries, please give full name and address, not for publication, but as evidence of good faith

Keeping Machine-Made Hard Goods from Checking or Breaking

Can you give the reason for some machine-made hard goods checking, in other words, breaking. I observe that some goods break in cold weather and the same goods will not break in warm weather.—BAKER, VA.

ANSWER

There are different theories as to what causes the checking of crackers. Some people claim that frost affects the goods, making them more liable to check in cold weather than in warm weather.

Sufficient to know that they do, and the question is how to find a remedy.

With molasses goods, it can generally be overcome by heating the molasses to 120 degrees Fahr., hot enough to dissolve all saccharin matter, but should be allowed to cool to 80 degrees before mixing, for if used too hot it is liable to make a dry cake.

With sugar hard goods, two quarts of glycerine used to a barrel of flour will generally overcome the tendency to check.

Hard Tack

Would you kindly send me a good recipe for a good hard tack. We are in a town where there is a lot of hard tack shipped in.—B. H., MONT.

ANSWER

Hard tack is made simply with flour and water, without salt. It is usually made from the straight grade of winter wheat flour.

To one barrel of flour use nine gallons of warm water, making a stiff dough. It is cut square with a soda cutter and baked in a solid oven. When drawn from the oven it is placed where it is hot and allowed to dry thoroughly before packing.

If the amount is too large, make half or quarter the amount.

Trouble With Loaves Cracking Open at Sides

I am having a little trouble with my bread, and thought I would inquire and see if you could show me where the trouble lies. The trouble is, my bread, after being placed in the oven, breaks open on one side of the loaf, deforming the loaf and making it look small. My formula is: I set my sponge at ten or eleven P. M., using 8 oz. yeast and 8 quarts water, I do not weigh my flour but make a medium stiff sponge. For dough I use 8 quarts more water, 14 oz. salt, 1½ lbs. sugar, and flour.

I make my dough at half past five A. M. The sponge sits about 7½ hours before being used. I weigh my loaves 14 oz. I am through making my dough at six A. M.; at 7:30 I take out of trough and work up. At 8:00 I have finished. I then put in proof box with steam, and at 9:30 put in oven, with a short proof. The trouble is worse with a full proof. The loaves improve but the trouble does not disappear entirely. The loaves seem to crack open on one side as though the pan wasn't greased and it sticks to pan and in raising it bursts open. I am using a Middleby oven without steam. Am using a spring wheat flour.—J. K., IOWA.

ANSWER

As you say you are using 8 oz. of yeast to 8 qts. of water for making sponge, and you allow this sponge to stand 7½ hours, it must be too old altogether and this might be the cause of your loaf cracking. I presume it is impossible for you to make any change in the time. We would advise to use only 4 oz. yeast to your sponge, and add 4 oz. more while making your dough. Your sponge will be ready in 7½ hours anyhow, and the 4 oz. more of yeast added to the dough will hasten the fermenting period of same, so that you can have fresh bread at the time you desire. Try this, and in case this should not overcome your trouble, write again, and we will make further suggestions.

German Lebkuchen—Soda Biscuits

I would like to have a good recipe for the German Lebkuchen and Soda Biscuits.—M. R., N. Y.

ANSWER

First of all you should make a stock dough.

STOCK DOUGH FOR GERMAN HONEY CAKES AND LEBKUCHEN

Boil up 30 pounds of honey with 15 pounds of molasses several times; strain this through a fine sieve into a bowl. Now grind and dissolve thoroughly 6 oz. of potash in a little water and add same to the boiled honey and molasses after the same has cooled off to a luke-warm state. Then sift in enough cake flour to make a medium soft dough. With the flour sift in spices as desired. Place this dough in barrel or tube and store away in cellar. A better quality of cakes will be obtained if all honey is used and finely chopped citron and almonds are added.

THE HANDLING OF GERMAN HONEY CAKES AND LEBKUCHEN

Grind and dissolve 1½ oz. of ammonia with the yolks of 4 eggs. Break off 15 pounds of the above stock dough, after

same has rested for two or three months, and work the dissolved ammonia into same. If you have a dough brake, let this machine do the work. Work thoroughly. Roll out about 1-3 of an inch thick; cut out in desired shape, and wash with milk or glue water. Prick the larger cakes with a fork. Bake in an oven of about 350 degrees F. It is advisable to bake a trial first to ascertain whether the dough will rise sufficiently; if not, add a little more dissolved ammonia.

GENERAL RULES FOR GERMAN HONEY CAKES AND LEBKUCHEN

Always sift the spices with the flour. Dissolve soda, ammonia or potash thoroughly in water or milk. Take the softest winter wheat flour you can obtain. If you use New Orleans (light colored) molasses, add some darker molasses to it, or color same with sugar color. This is the proper way to find out the quality of the molasses: Take a little molasses in a cup, add a pinch of soda to it, and stir this up. If the molasses raises up and foams, and looks brown, and smells good, the molasses is of A1 quality. If, however, it looks green when mixed with the soda, it is poor quality and will smell like soap. When storing away stock dough, have same covered well. Mix the dough with only part of the rising ingredients such as potash or alum. Add soda or ammonia just before using the dough. A dough brake will do fine work for mixing latter ingredients. Do not have this machine going too fast and look out for your hands!

SODA BISCUIT

3 lbs. flour	2 oz. cream of tartar
4 oz. sugar	1 oz. soda
6 oz. lard	1 qt. milk
	a little salt

Mix the sugar with the lard; sift in the flour with the cream of tartar and rub all together well. Dissolve the soda in the milk and add the same to the mixture, working same thoroughly. Roll out the dough $\frac{3}{4}$ inch thick, cut out with a round cutter, place the biscuit on pan, and bake in hot oven with open damper. You may put the biscuits singly, or closely together on the pan; just as you desire.

Marshmallow Roll—Star Jumbles

Am getting BAKERS REVIEW regularly, and have been trying to find a good recipe for marshmallow roll, and one for star jumbles. There are many calls for these two items at my bakery, but the recipes I have are not very good.—E. D., MICH.

ANSWER

We are giving you the formulas of two good marshmallow fillings and also the formulas of four different rolls. Every one of them, upon being introduced, usually proves to be a good seller.

MARSHMALLOW FILLING (1)

Dissolve $\frac{1}{2}$ pound of gelatine in 2 quarts of hot water; add 10 pounds finely sifted powdered sugar and 2 pounds glucose; beat up all together; add $\frac{1}{2}$ ounce cream tartar when nearly finished beating; flavor with vanilla. The mass must be beaten rather rapidly, but as soon as it begins to be fluffy, stop beating.

MARSHMALLOW FILLING (2)

Soak 6 ounces of gelatine in $1\frac{1}{2}$ quarts of water, then heat to dissolve it; beat this up with $7\frac{1}{2}$ pounds finely sifted powder sugar; 1 to $1\frac{1}{2}$ pounds of glucose can be added if it is desired that the mixture be more elastic; when about half beaten add $\frac{1}{2}$ ounce cream tartar; beat mass as rapidly as possible and stop doing so as soon as the mixture becomes fluffy. Flavor with vanilla. A cake machine is absolutely necessary to make either one of the above fillings.

JAPANESE MARSHMALLOW ROLL

$\frac{3}{4}$ qt. eggwhites	$\frac{1}{2}$ oz. cream tartar
$\frac{1}{4}$ lb. sugar (granulated)	9 oz. flour
18 oz. powdered sugar	melted chocolate
2 oz. cornstarch	vanilla flavor

Beat up the eggwhites to a snow, adding the granulated sugar gradually; then sift in the other ingredients; color half of this mixture with the melted chocolate; take two bags, each containing a rather large plain tube, filling one of the bags with plain and the other with chocolate mixture, drawing out *lengthwise* on heavily greased and papered pans the white mixture and the chocolate mixture alternately. This will make one sheet. Bake and fill the same as other marshmallow rolls. When cool ice with marshmallow filling and sprinkle with shredded cocoanut. Cut in medium pieces.

CHOCOLATE MARSHMALLOW ROLL

Bake of 1 lb. jelly roll mixture—colored with chocolate paste or powder—2 equal sheets on heavily greased pans; after baked, turn same over, spread with marshmallow filling thickly; roll the sheet up while warm; when cooled, ice with chocolate and cut in pieces of the desired size.

LEMON MARSHMALLOW ROLL

12 oz. powdered sugar	3 oz. baking powder
10 eggs or 20 yolks	lemon flavor
$\frac{3}{4}$ pts. milk	2 lbs. flour

Mix all but the flour and baking powder together, sifting in the latter at the last. Bake the same as chocolate marshmallow roll, but ice with yellow icing. Bake in two sheets.

WHITE MARSHMALLOW ROLL

1 lb. sugar	$\frac{1}{2}$ pt. milk
$\frac{1}{2}$ lb. butter	1 lb. flour
8 eggwhites (beaten to a froth)	$\frac{1}{2}$ oz. baking powder
	vanilla flavor

Cream the butter and sugar, add the milk and flour and last the beaten eggwhites; beat until quite light; finish as for chocolate marshmallow roll, but ice with white icing. Bake in two sheets.

STAR JUMBLES

1 lb. sugar	1-3 oz. soda
14 oz. butter and lard	2-3 oz. cream tartar
2 lbs. flour	5 eggs
$\frac{1}{2}$ pt. milk	vanilla, mace

Rub sugar, butter and lard, add eggs gradually, then pour in the milk. Sift in the flour but do not work too hard; dress the jumbles up with star tube on lightly greased and dusted pans; before baking let jumbles dry a trifle. Bake in a rather hot oven.

Old-Fashioned Drop Cakes

We bake the old-fashioned drop cake, but it seems that it does not prove to be what it should. Could you give us a formula for an old-fashioned drop cake to be sold at eight cents per dozen?—T. B. C., PA.

ANSWER

No doubt the formula for drop cake in the "American Cake Baker" will please you. These cakes, however, are sold usually for 10 cents the dozen. Instead of cutting the quality we would advise you to cut the size of the cakes a little. The direction of the formula states that you will get three pans, 24 cakes on each pan, from same. Would suggest that you put 30 on each pan if you have to sell them for 8 cents the dozen.

Do not fail to try to make those Bridge Buns on page 10. These cakes are very easy to make and, as a rule, are fine sellers. They look about the same as drop cake, but the formula is much cheaper. You may eventually use same for old-fashioned drop cake.

THE BAKERIES OF AMERICA

Personal Visits and Inspections of Machine Shops by a Practical Baker

Cleveland, Ohio
(Concluded)

Max Jensch, 4170 Pearl Rd.—Mr. Jensch has the honor of having the finest and most up-to-date bakery in South Brooklyn. The shop as well as the store are up-to-date and a model in regard of equipment and sanitary condition. The shop is well equipped with machines. We find a complete Read outfit consisting of cake mixer, dough machine, sifter, water and tempering tank and flour scale. The cleanliness is really surprising and this progressive and up-to-date baker can not be commended too highly for keeping store and shop in such a splendid condition. Mr. Jensch employs four bakers. He also has a stand on the public market. But everything is sold retail. Needless to say, the goods produced are high grade.

Elyria, Ohio

C. L. Renouard, 226 Bath St.—When I came to Elyria I asked one of those "town sports" for the largest and leading baker. This gentleman replied, that they have five bakers in town, but the one doing the business is C. L. Renouard. No wonder, he is the most progressive baker and has the best equipped shop. The shop is also one of the best as far as sanitary conditions are concerned. It is well ventilated, airy and sunlit. Not less than nine windows allow good, pure air to flow into the working place. We find the following machines there: a Superior dough mixer with sifter, a Triumph moulding machine and a cake machine of the same make, also a bun divider and a Baum & Schoel fried cake machine. The baking is done in a Hubbard German-American oven. Four bakers are employed and three wagons are out. Sell wholesale and retail. Produce the best line of goods in Elyria. The wrapping of the bread is done with a Simplex Sealer.

Loraine, Ohio

Star Bakery, H. Essig Prop., 522 W. 22nd St.—Mr. Essig is, as far as the baking trade is concerned, the man "of the hour," the leading baker in Lorain. He started 18 years ago, in a comparatively small way. First he did the baking alone, then after he had finished with baking he went on the wagon to sell the bread he baked. However, he realized the value of modern machinery, and owing to his progressiveness he has the best equipped and most efficient shop in Loraine and outpoints not only every other baker in this city, but, he does more business than the other seven bakers together, as far as bread is concerned. His spotless and absolutely sanitary shop is equipped with the following up-to-date machines: A Triumph mixer with sifter, a Dutchess 2-pocket automatic dough divider; an automatic conveyor brings the scaled and divided dough pieces into a Zerach baller; the rounded up loaves are proofed in a revolving proof closet, then they go into a Thomson moulding machine. The proofing of the bread is done in up-to-date proof boxes. After the bread is baked, it is wrapped in a Colvin sealer. The bread department is separated from the cake shop, which has its own oven. Here we find a Peerless cake mixer, a cake mixer operated by hand, and a pie trimmer. Bake about 200 pies daily. Six bakers are employed; three wagons and one auto truck are used for the delivery of the goods. Sell wholesale and retail. Mr. Essig is a fine, amiable gentleman, and has the writer's best wishes for continued success.

Sandusky, Ohio

Mrs. C. Frank, 834 Columbus.—The lady has been doing business for a number of years. She employs two bakers and has a delivery auto out. In the shop is a cookie dropping machine and a dough mixer. Main trade is bread and cookies. Produce a nice line of goods. Sell some groceries in connection with the baked goods.

A. R. Singler, 156 E. Water.—It was on a Saturday morning when I called on Mr. Singler; really not the best time to see



By Otto Werlin,

Editorial Associate BAKERS

REVIEW

such a busy place as Mr. Singler's bakery. However, I had a chance to get into the shop and convince myself that it is furnished with all kinds of modern machinery and is truly a model place in regard of sanitary conditions and modern equipment. I found the following machines in full swing: A 2-pocket automatic dough divider, a rounder, these two machines having been furnished by the American Bakers' Machinery Co., St. Louis, Mo.; further a Day dough mixer, with a Champion automatic outfit, a Day icing machine, a Triumph moulder, a Champion cake machine and a Van Houten bun divider. The baking is done in three ovens; three wagons are out. Ten bakers are employed. Sell wholesale and retail and do also a fine shipping trade. The wrapping of bread is done in a Simplex sealer. The present bread output is 7,000 loaves of bread daily. Mr. Singler started to bake in 1896 and the machines were added gradually. Owing to the high quality of goods produced by this firm, the trade of the bakery is steadily increasing. Mr. Singler as well as the foreman of this magnificent bakery, A. Guendelsberger, are interested readers of BAKERS REVIEW.

Geo. J. Roszkopf, 119 Third St.—For seven years this gentleman has conducted on his own property a grocery store. Three years ago, he thought it would be well if he opened a bakery and bake his own goods. First, the baked goods were carried out in a hand basket, then a real pushcart was necessary; today, a delivery truck does the work. And so it was with the machinery, first, a Champion mixer, then a cookie dropping machine of the same make and then a Triumph cake mixer were installed. The baking is done in a Middleby-Marshall oven. The shop, which is a sunlit building, is a model of cleanliness, well ventilated, and Mr. Roszkopf is always eager to keep same in the pink of sanitary condition. I can not help to mention Mr. Roszkopf's daughter, Miss Clara, not only that she is



a charming young lady and keeps order and is active in the store. But that she has a good deal of her father's progressiveness. Just as a "starter" I asked her if she also reads BAKERS REVIEW, which is, by the way, the first trade paper they ordered when they started in the baking business. She said "yes." Not satisfied, I asked her what she thinks of the many advertisements she sees in our paper. To my surprise she assured me, that the advertisements interest her just as much as the reading matter, as it shows the progress in the baking trade. Very good, young lady! The writer of this wishes your progressive "Papa" that, as time passes, his business may increase to such

an extent, that instead of the two bakers he employs now, twenty may be kept busy.

Tiffin, Ohio

The Grill Baking Co., 131 S. Washington.—The Grill Baking Co. succeeded the Grammes Bkg. Co., which was founded in 1865. The bakery is therefore the oldest in Tiffin. Under former as well as under the present management the aim of the firm has been and is, to serve the public best. It is one of those old reliable firms with modern ideas and business methods. In the shop is a Day dough mixer and sifter; in the cake shop, which is separate from the bread department, is a Read cake machine. The baking in this department is done in a Hubbard German-American oven, while the bread bakers use an old style brick oven. Both shops are strikingly clean and the goods produced are of superlative quality. Altogether 19 people are employed, including seven bakers. The present bread output amounts to 2,500 loaves a day, with a full line of cakes. Sell wholesale as well as retail and have a fine shipping trade. In connection with the bakery is a general grocery store. Part of the bread is wrapped.

Rebel's Bros. Bakery, 25 Maple.—Here is another of Tiffin's old reliable and progressive bakeries. The Rebel Bros., who are known by everybody in Tiffin, owing to their nice tasting cookies and bread, are in business 18 years. The store and shop are a model of cleanliness. In the retail store, an enormous lot of cookies and bread are most tastefully displayed. In the shop, which is equipped with a Triumph mixer, two bakers are employed. Two wagons are on the road. Sell wholesale and retail.

William Schaefer, 12 Wents.—Two years ago, during the flood, Mr. Schaefer suffered heavy financial losses. His bakery was near the river, and of course completely under water. Only a short time before the flood, they built a fine Petersen oven at a cost of \$1,100. After the flood, he sold the remains of this oven for six dollars. Not only the oven, but also a large quantity of flour and other materials, and the building itself, were demolished. A Day mixer is about the only survivor of the great flood. This mixer has been fixed up, and is still doing duty. All this hard luck did not discourage Mr. Schaefer. He leased another place (the present bakery) and started to bake again. This spring, so Mrs. Schaefer told me, they will again build their own bakery, but in a safer place this time. Mr. Schaefer has been doing business in Tiffin for 12 years and employs three bakers, has a few wagons out, sells wholesale and retail, and also does some shipping. The main trade is bread of fine quality. The present output is about 2,000 loaves daily.

Ideal Bakery, Mrs. Bertha Lambright, 273 S. Washington.—Mrs. Bertha Lambright, an energetic and at the same time progressive lady, bought the bakery on December, 1914, and is conducting same in a very superior manner. The lady is active in the store and also has a fine knowledge of our trade. She employs first-class bakers and showed me proudly the bread baked by her bakers. I must say, it is a fine-like-velvet-feeling, loaf of bread. She employs three bakers, has two wagons out, sells retail, wholesale and also has some shipping trade. The shop is equipped with a dough mixer. The present output on bread is about 1,200 loaves a day, besides a nice line of cookies, pies and bread. Store and shop are in excellent condition.

Fostoria, Ohio

Chas. Pfau, Fostoria, O.—This gentleman was in his present place about 3 months, but he has been in the baking trade for the last three years in Fostoria. Without overdoing it, it may be said, that he is one of the most successful bakers in northern Ohio. In the remarkable time of three years, he has established a bakery, and built up such a fine trade for same, that every fair-minded man must congratulate him for the splendid showing he has made. The shop of the bakery is, in regard of sanitary condition and modern equipment, truly a model place. I found following machines in this place: A cake mixer, a dough brake, dough machine and cookie dropping machine furnished by the Triumph Co., of Cincinnati, O. The moulding machine was furnished by the Peerless Bread Machine Co., of Sidney, O. The baking is done in a portable and a Kosicky oven. Employed are four bakers. One delivery auto is out. Also does a fine shipping trade. The present bread output is about 1,800 to 2,000 loaves a day, and a fine, complete line of cakes. The bread is wrapped in a Simplex sealer. The retail store is most attractive and modernly furnished, while the goods are very advantageously displayed.

Jacob Gerlinger, Fostoria, O.—The largest baker in this progressive city is Mr. Gerlinger. He has been in the baking business in Fostoria about eight years. Guess I will have to travel many, many miles before I find two such wide-awake bakers as Mr. Gerlinger and Mr. Pfau in a city of the size of Fostoria. Some of Ohio's cities are overflooded with grocers baking their own bread and pies, and calling themselves "Home Bakers. The quality of the goods produced by these home bakers is to be clas-

sified as "rotten" and the progressive baker can wipe out those "Sweet Home Bakers" by turning out a superior line of goods as the bakers in Fostoria and Tiffin do. Not one grocer in these cities is trying to put that "home stuff" over. They all buy their bread. Mr. Gerlinger's shop and store is something so refined, that the stranger is really surprised to find such a store and shop in a city of 9,500 souls. Many a baker would say, that it never would pay to keep such a model place in this town. Yes bakers, it pays, no matter where you go, it always pays to keep an up-to-date shop and a tempting looking store with a fine line of goods. Fostoria's main industries are glass and pottery works and not many millionaires are living there; only working people. I can not help deviating from the subject, but I heard so often the old excuse, "it won't pay in this town." Now Mr. Gerlinger's shop is, as mentioned before, finely equipped with modern machinery. Three years ago, he rebuilt it. The cake and bread shop are separated from each other. In the cake shop we find a Champion cake mixer and a cookie dropping machine of the same make. The baking in this department is done in a brick oven of the old style.

The bread shop is furnished with a Champion 2-pocket automatic dough divider, a Day moulding machine, a Day mixer with a sifting and tank outfit and a bun divider. The proofing is done in a Champion proof closet. The bread is baked in a Standard oven. Improvements usually seen only in very large plants can be found here. There is, for one instance, an electric flour hoist, elevator, huge electric fan and the latest word in sanitary racks, pan cleaning tables, etc. For the convenience of the bakers there is a fine dressing room equipped with shower baths, washstands, steel lockers, etc. They also pump their own well water from an artesian well. Seven bakers are employed and two wagons and one auto are out. Sell retail and wholesale; also do some shipping. The baked bread is wrapped in a Union wrapping machine. Bake about 20,000 loaves weekly, besides a fine line of cakes, etc. The beautiful retail store is elegantly and modernly furnished and must be considered one of the finest in northern Ohio.

Toledo, Ohio

Louis Schauss, 1311 Detroit Ave.—Mr. Schauss, a young gentleman, is conducting two bakeries in Toledo, one at the above address, and the other at 3263 Monroe St. Without doubt, he is one of the most progressive bakers in Toledo. Both shops are in the pink of condition in regard to sanitary precaution as well as to high-class of goods produced. The shop in Detroit Ave., which is the main place, is equipped with Lynn-Superior cake mixer and a Day dough mixer. The baking is done in a Hubbard German-American oven. The Monroe St. place is furnished with a Lynn-Superior cake mixer. The baking is also done in a Hubbard German-American oven. Mr. Schauss confines his business to retail trade and everything is sold over the counter. He has been in business seven years and employs four bakers. Mr. Schauss is only 29 years old, and always on the lookout for improvements.

Waldon Bros., 804 Dorr St.—Two men do the baking in this place. In the shop is a Read cake and dough mixer. Have one delivery auto out. Bake a nice little line of goods. Sell only retail, and have a branch store on 504 Dorr St. but do the baking only in the first mentioned place. Bake a complete line of goods.

Herman Bremfoerder, 2601 Detroit Ave.—Mr. Bremfoerder has been in business in Toledo for 16 years. He built the present place about four years ago, and it may be said it is one of Toledo's model bakeries. The shop is a real sunlit building, well ventilated and strikingly clean and sanitary. It is equipped with a Day mixer and a Triumph cake machine. The baking is done in a Kosicky oven fired with coke, and in a Hubbard oven, fired with gas. The basement is an ideal stock room. Four bakers are employed. Everything is sold over the counter—retail. No wagons are out. Mr. Bremfoerder does a fine store trade and sells on a Saturday about \$150 worth of goods over the counter. Bakes a full line of high-grade bread, pies and cakes.

J. H. Meinert & Son, 2126 Monroe St.—Mr. Meinert has been doing business in the same place for the last 13 years. Bakes only cakes. In the shop is a Triumph cake mixer. Make also their own ice cream. The machinery outfit costs \$10,000. Three men are employed. Only fancy cakes are baked, and everything is sold retail. Store and shop are in fine condition.

The Toledo Bread Co., 538 North St.—The Toledo Bread Co. was founded ten years ago, and has been rebuilt several times. It is now Toledo's most up-to-date bread plant. The location of the different departments in the plant, as well as the building itself, is very similar to the Youngstown plant of the same company. Every department is on the ground floor, light, airy and well equipped with modern machines. The departments are separated from each other by means of slide doors. The upper halves of these doors are of glass, which enables the foremen to overlook the entire plant from every

corner of the place. For instance, if he is in the wrapping room he is able to look into the shop, mixing room, etc. This enables him to have all employees under steady control. On the left from the entrance are the offices, drivers' counting room; then come the loading and shipping room, wrapping room, the cake department, make up room, and the mixing room. The make-up room is furnished with the following machines: an automatic dough divider (4 pocket), a rounder, extension moulder, automatic proofer and a Van Houten roll divider. With the exception of the moulder, which is of the Thomson make, all machines in this department were furnished by the Werner & Pfeiderer Co., Saginaw, Mich. In the mixing room we find two high-speed mixers, one a 4-bbl. and one 5-bbl. capacity, with automatic flour scale and tempering tank. Here also is the flour blending and sifting outfit. All this apparatus was furnished by the W. & P. Co. In the cake shop we find a Day egg clipper, and a Triumph cake mixer. The baking in this department is done in a Marshall oven. The bread bakers use 6 Duhrkop ovens fired from the rear. The wrapping of the bread is done in a Hayssen wrapping machine. The firm's special is Butter Krust bread and Butter Krust package cakes. These cakes were introduced only a short time ago, and the success achieved was more than the firm ever expected. At the time I visited the plant they turned out more than 3,500 package cakes a day. The bread output is about 25,000 loaves daily, the capacity being 50,000. Everything is sold on a strictly wholesale basis and fine shipping trade is done. They ship bread to points 150 miles distant from Toledo. Employed are 60 people, including 20 bakers. Ten wagons are out. The stable is separated from the main building. For the convenience of the bakers we find dressing rooms equipped with shower baths, individual steel lockers, etc. I can not help to mention again, that this plant is right up to the mark and the goods produced are of superlative merit. The officers of this progressive firm are: Wade D. Holland, president; F. C. Hoehler, vice-president; H. W. Cummings, secretary, and W. C. Carr, treasurer.

The Seyfang Baking Co., 810 Lafayette St.—The old reliable Seyfang Co. was founded some 50 years ago. The building occupied by this firm has the shape of a T. The size of the building is 62 feet on Lafayette St., 51 feet on Ontario St., and 172 feet on Michigan St., and it is three stories high. The products of this firm are of different character. They bake bread, cakes, crackers, macaroni and noodles. Macaroni and noodles are not in my line, therefore we overlook those departments and start right in with the bread department. I found it up-to-date, and well equipped with modern machines. Following machines are in this shop: a dough mixer, equipped with sifter and tempering tank; a two-pocket automatic dough divider, a rounder, a moulder, an automatic proofer with loading device, and a Van Houten roll divider. All machines with the exception of the sifter, which is furnished by the Day Co., were furnished by the Champion Co., Joliet, Ill. The baking is done in four Petersen and two reel ovens. The foreman, O. F. Gooding, by the way an old friend of our paper, could not give me the name of same. If I am not mistaken, the two reel ovens were also furnished by the Champion Co. The wrapping of the bread is done in two hand sealers. The sealers were furnished by the Simplex Manufacturing Co., Fulton, N. Y. The cracker, noodle and macaroni departments are strictly separated, and also furnished with up-to-date machinery. The bread output amounts to 10,000 loaves a day; 400 doz. rolls are made daily; 100 doz. doughnuts. The cracker department produces 2,500 pounds of crackers, while the macaroni output amounts to 1,000 pounds a day. Employed in the bread shop alone are nine bakers. 14 wagons and one auto are out. Everything is sold strictly wholesale. Some shopping trade is done also. The firm also has its own power plant, and pumps their own well water from an artesian well, 362 feet deep. This water is pure and so nice to drink, that over 62 families and offices get their drinking water from the Seyfang Baking Co., and carry it home in pails. The shops of all departments are exceedingly clean and sanitary, and the reputation of the old reliable Seyfang Co. is unsurpassed. The names of the officers are as follows: Mr. Seyfang, president; Charles Turner, treasurer; C. A. Suder, secretary; George Nettleman, vice-president; C. P. Kelley, A. S. Ashley, and Jno. T. Sheriff, advisory board. Max A. Nowlin is general manager.

Manchester, N. H.

Normand Bros., 25 Laval St.—This is one of Manchester's model plants, baking bread exclusively. The brothers started to bake 14 years ago. In 1912 they built up their present plant. The dough and mixing room is on the top floor. Here I found a Triumph and a Day No. 2 mixer. The Triumph mixer is equipped with a sifter and flour scale made by the same company; they also made the iron troughs I saw in this room. The shop is located on the lower floor. Here we see a Triumph 2-pocket dough divider, a Thomson moulder, and a revolving proof closet also made by the Thomson people. The baking is done in a Duhrkop oven covered with white tiles. The broth-

ers have a perfect right to be proud of their plant as I found it in a condition so immaculately clean, that even the most rigid housewife could not find anything to "kick" about. Twenty-five people are employed, including eight bakers. Bake 45,000 loaves of bread a week. The baked bread is wrapped in a Union wrapper. Seven wagons are out. The specialty of this firm is "Edgeworth" bread. Sell wholesale and retail. A first class line of goods is produced in this model plant.

Crescent Food & Provision Co., 154 Bridge St.—The owner of this place is Mr. Griffin, a gentleman who has been in business in Manchester for ten years. It is a large general store with a fine line of goods. Four years ago it became necessary to move into larger quarters owing to the increasing popularity of the enterprise. The bakery of the Crescent Co. has a fine, sanitary shop in which two bakers are employed. Here we find a Thorobred dough mixer. The baking is done in a Middleby oven. One delivery wagon is out. Bake a full line of bread and cakes. About 40 bbls. of flour is used weekly. The appearance of store and shop, I mention this again, is strikingly clean, and the best materials are used in producing the baked goods.

Thomas Eagan, 140 Central St.—Here we meet a fine, amiable gentleman, owning a neat and clean bakery which compares favorably with the best I have seen. The business was founded about 25 years ago. The owner of this old, reliable bakery employs six bakers, and has three wagons out. The store, or better, store and shop, are marvels of cleanliness. A first-class line of goods is produced by Mr. Eagan. I can not help but take this occasion to admit that it is somewhat difficult for me to describe the shops of the leading bakers of Manchester, as I found every shop a model one in regard of sanitary conditions as well as of the high grade quality of goods produced in same. I do not hesitate to say, that not every housewife is in a position to compete with these bakers in regard of cleanliness.

Edwin Goss, 89 Hanover St.—Mr. Goss owns the present place for 3½ years. Five bakers are employed and turn out a line of goods of superlative merit. The baking is done in a Middleby oven. The shop is exceedingly clean and sanitary. The store is admirably located and all the goods are sold over the counter. Mr. Goss also makes his own ice cream and serves same in the store. Consume about 13 bbls. of flour a week.

Cote Bros., 610 Main St.—When I came down the street to visit Cote Bros., I saw four snow-white-dressed bakers who are employed in said bakery taking a rest in front of the house. This was the first good impression I had of this excellent plant. Clean bakers, clean shop—and so it was. The shop is a marvel of cleanliness, airy, well ventilated and well equipped with modern machinery. Without belittling any other baker in Manchester, I must say, that it is the most efficient plant in this city. Well, let us visit the bakery.

On the top floor we find the mixing and dough room equipped with a Lynn-Superior and a Triumph mixer. The mixers are furnished with flour and water scale also sifter, made by the J. H. Day Co. The iron troughs were also made by the Triumph Co. From this room the dough slides down through a dough chute into an automatic dough divider (2-pocket) of the Triumph make. Then they go into a Zerach baller; after this the rounded-up dough pieces are given time to proof in a Zerach revolving proof closet. A Thomson moulder attends to the moulding of the bread. The bread is baked in two Petersen ovens. We further find a pan greaser and cleaner made by the Gottschalk Co., and a Van Houten roll divider. There are also many minor improvements to be found in the shop. Every machine has its individual motor, and is as spic and span as though it were bought only yesterday. Employed are 25 people, among them eight bakers. Five wagons and one auto truck are out. Sell wholesale and retail. Ship also 40 boxes of bread every day to distant points. The loaves are wrapped in a hand sealer. The specials are "Butter Krust" and "Luxury" brands, furnished by the Schulze Advertising Service, of Chicago. Young Mr. Cote spoke very highly about their "Specials." I saw Cote's "Butter Krust" bread advertised on the back of the street car transfers in this city. The output amounts to 30,000 loaves a week. Only bread is baked, and it is needless to say that it is of superlative quality. The firm was founded 28 years ago. I can not help to repeat that the cleanliness of the plant is most striking.

County & Dahlberg, 250 Laurel St.—Another one of Manchester's fairy bakeries! A place so clean, neat and attractive that one is nearly compelled to buy goods out of this bakery. County & Dahlberg started to bake on the West Side about 18 years ago. One and one-half years ago they built the present bakery, equipped same nicely with machines, and are now turning out a fine and tempting line of goods. The shop is equipped with a Champion cake mixer, a Thomson moulder, a revolving proof box of the same make, and a Day dough mixer with sifter. The baking is done in a Petersen oven covered with white tiles. Employed are six bakers. Two wagons are out. Bake a high-grade line of bread, cakes and pies. Consume about 60 bbls. of flour a week. The floor of this bakery is of white wood, everything is painted in mill white; every bench and trough is on wheels, in short—a fairy bakery.

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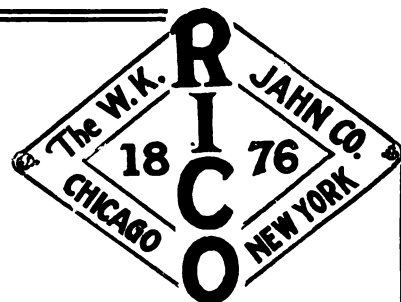
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Tales of a Traveler

By Otto Werlin, Special Editorial Associate of Bakers Review

AFTER a voyage of eighteen hours on the S. S. "Olivette" of the P. & O. Line through the Gulf of Mexico, warmed by breezes from the tropics, I reached Tampa, Fla. A holiday spirit pervaded the whole city, all was bustle and commotion, and I soon learned that this was the first day of the Tampa Fair, or "Gasparilla" week. Gasparilla was a noted pirate and terror of the Southern seas, having headquarters at Bocca Grande, eighty miles south of Tampa. Thousands of tourists streamed into the city to be present at the festivities, and I am strongly inclined to believe that many hotel and boarding house keepers wished to remind the visitors very forcibly of Gasparilla the robber, judging from the prices charged during Gasparilla week.

CUBAN BAKERS OFFER FREE BREAD EVERY SATURDAY—IN TAMPA

Tampa is a very attractive town, having a population of about 40,000. It is an important railroad terminus and port of entry, situated on Tampa Bay, 29 miles from the Gulf of Mexico. The chief manufacturing industry is connected with the tobacco products, most of the tobacco coming from Cuba. Nearly one third of the population are Cubans. There are eighteen bakers in Tampa, seven of which are Americans and the rest Cubans. The Americans are progressive and have nicely equipped shops, whereas the Cubans do not appreciate the value of modern bakery machinery and their bread output is of a very cheap and inferior quality. Just think of it! They have to employ Union labor, paying a foreman \$20.00 and the second hand \$16.00 per week. An ordinary ten-cent loaf of bread they scale at twenty ounces, selling it at seven cents, and more often at six cents, wholesale. But this is not all. They still have more to offer. Every Saturday the consumer receives an amount of bread free equivalent to that which he purchases on a week day, or, in other words, he pays for bread six days of the week and the seventh he does not pay anything for it. The grocer receives two pounds of bread free every week. I had a hard time interviewing those Cuban panchos, as they speak no English, "Plenty much worka, but maka no moneta" was all they could tell me without an interpreter. Had they been able to tell me in English what their hearts felt in Spanish then I could tell our readers more about this type of baker. There seems to be keen competition among the Americans bakers. They sell a 14-oz. loaf for five cents and a 25-oz. loaf for ten cents, and are now starting in to give premiums also.

LADY BAKERS SPEND WINTERS IN ST. PETERSBURG—SUMMERS ELSEWHERE

Another steamer trip of about two hours brought me to St. Petersburg, the city of sunshine. This noted winter resort is indebted to its location for its wonderful climate. It is the southernmost point and beauty spot of the Pinellas Peninsula, which extends out from the west coast of Florida between the Gulf of Mexico and Tampa Bay. This city has a population of 6,000. I could find only one bona fide baker in St. Petersburg, but five ladies engage in the baking trade during the winter season only. Oh, Woman! thou hast certainly business instinct. These ladies combine business with pleasure; they come from the North, Ohio, Indiana, etc., engage in baking for a few months, then return to their homes with sunburnt cheeks and well-filled purses and leave our bona fide baker friend to supply the demand during the dull season. Equal rights for women! Well then, let them also pay for a license and taxes, just as the baker has to pay who keeps his shop going throughout the year.

LAKELAND THE CHEAPEST BREAD TOWN IN FLORIDA

From St. Petersburg I went back to Tampa, where I boarded a train for Lakeland, the cheapest bread town in Florida. This is a fairly prosperous little town of about 5,000 people, located in the midst of the well-known citrus fruit section. Large phosphate

works are near this town. Although the town is fairly prosperous, not so the three Lakeland bakers, who have plenty of work, but little money. Two of these bakers scale the five cent loaf at 14 ounces, and sell twenty-seven loaves for one dollar, retail, that is the customer receives twenty-seven loaves for a dollar, entitling him to twenty-seven loaves of bread, to be taken as desired, throughout the year, unless the baker becomes bankrupt, in which case he could find sympathy in only one place, that is—the dictionary. It was a puzzle to me how bread could be sold so cheap in Lakeland, when the price of flour had again risen to almost \$8.00 per bbl.

KISSIMMEE BAKERS DOING WELL AT FAIR PRICES

From Lakeland I went to Kissimmee, a beautiful little town with a population of about 2,600. The two bakers here do a fine business and get a fair price for their bread.

BAKERS IN ORLANDO SCALE LOAVES AT 22 AND 12 OUNCES

Orlando was my next stop, and there is no more beautiful city in the sunny State of Florida. It is situated in the heart of the famous thousand lake region, the most lovely and healthful section of the State. Three bakers with well equipped shops cater to the wants of the 5,000 inhabitants with a fair line of goods. They scale their ten-cent loaves to 22 ounces and their five-cent loaves to 12 ounces, allowing 20 percent discount to the wholesale trade.

From Orlando I took a flying trip through the following towns: Ocala, Gainesville and Lake City in Florida, Valdosta, Thomasville and Albany in Georgia.

AN OCALA BAKER'S BIG SUCCESS BY ADVERTISING

In Ocala, a small town about 102 miles southwest of Jacksonville, there are three bakers; however, one, Mr. Carter, a progressive man, does practically two-thirds of the business. He told me with evident pride of the remarkable success he had achieved in seven months with his special "Butter-Nut Bread." Before advertising it, he baked only ten 10-cent loaves per day, but now he bakes 500 daily.

A GAINESVILLE BAKER'S BIG DRIVE ON 10-CENT BREAD

Gainesville is also a fine town of about 6,500 inhabitants. Two fine bakeries are here. The Eatmor Baking Co. the leading bakery has also had remarkable success with its ten-cent bread. Eight months ago they baked only five-cent loaves, but since advertising the "Butter-Nut" bread, most of the trade is on ten-cent loaves, very little on the five-cent size. I mention this fact, as the bakers everywhere are trying to get rid of the five-cent loaf, but some say it cannot be done. The proprietor of the "Eatmor," however, is of the opinion that it can, and says that he has not only dispensed with the five-cent loaf, but has increased his trade in general.

Lake City, with a population of 6,000, was the last place visited in Florida. It has only one baker.

CONDITION OF THE TRADE IN FLORIDA

Just a few remarks about the State of Florida and the bakers located there. I have visited fifteen cities and interviewed every boss baker in them. The trip consumed fourteen days and covered 1,100 miles. In most of the towns I found wide-awake bakers who realized the fact that the first man who starts an up-to-date bakery will rule the place, so far as the baking trade is concerned. Quite a few of the enterprising bakers are preparing to take this course. I never traveled in a State where so many bakers told me that they were going to start an up-to-date bakery in their town. Not only are the larger bakers on the look-out for improvements, but the smaller baker is also on the alert for modern methods, as far as their circumstances will permit. Florida is a very beautiful State with tropical vegetation. The animals found here are of the class that exist in the tropics. Wherever the eye

rests, it is greeted with palm and orange groves, palmettos and magnolias, oaks and pines. There is hardly a more beautiful sight than an orange tree decked in glossy, dark green leaves and laden with golden fruit.

VALDOSTA TRADE NOT PROGRESSIVE

Valdosta was my first stop in Georgia, and the first thing that struck me was the absence of the beautiful palm forests, which are as much a feature of the State of Florida, as are the northern woods of New England. Valdosta is a town of about 8,000 with two bakers, who, however, cannot be termed "progressive." A 12-oz. loaf sells for three and a half cents, and a 24-oz. loaf for seven cents.

ROOM FOR IMPROVEMENT IN THOMASVILLE

Thomasville and Albany, Ga. were the next points visited. Thomasville has a population of 7,000. One of the two bakers here told me that he has a quantity of cheap flour on hand and is therefore able to scale his bread 2 ounces more than his competitor, but he got "my goat" in such a way that I forgot to ask him how much he really scaled the bread. There is room for improvement in the stores of both of these bakers.

NO BAKER IN ALBANY, A TOWN OF 8,000 INHABITANTS

There is not one baker in Albany, although it has a population of about 8,000. The bread is shipped from Macon or Atlanta. Oh! I forgot, there was a baker there a few weeks ago, but he was obliged to close his doors.

MACONITES FORTUNATE IN HAVING EXCELLENT BREAD

I was asking myself the question, "What is the trouble with the Georgia bakers?" when conditions suddenly change in Macon, a city of approximately 50,000 inhabitants. It is an important trade center on the Ocmulgee River, which has a fall of about ninety feet seven miles above the city, furnishing immense power. It is also a railroad center and lies in the center of a fastly developing cotton district. It has extensive cotton manufactories and is

one of the most important inland cotton markets in the U. S. Macon is a model city. This being a prohibition town, demon rum has been driven out, and the moving picture films are subjected to a most rigorous censorship, and woe unto any movie man who would risk throwing on the screens any scenes that might offend the scruples of the good "Maconites."

Let us now visit the bakers. To my surprise I found only two bakers here. About three years ago, before the opening of the largest bakery here, there were five others, of the good old type, but they soon had to give way to the more modern and progressive bakers, the Sears Sanitary Baking Co. and Merkel's Bakery, and our readers will readily understand why this change took place if they will read the detailed description of these plants which will appear in a later issue of BAKERS REVIEW. I would mention further that as sure as water runs down hill the same fate awaits the other bakers of Georgia who will not conform to the times and adopt modern methods.

While in Macon I noticed a unique advertisement in the dailies of a physician who claims that although he has the largest practice in the city, he has brought fewer cases to the undertaker than any of his competitors.

Although I do not question the ability of our medical friend, I am of the opinion, that, if it is a fact that the mortality is lower in Macon than in any other city in Georgia, it is largely due to the high quality of the output of the two bakers mentioned above, which is produced under the most sanitary conditions. "Remove the cause and you destroy the effect," which is the deadly effect of home-baked bread and biscuits in this case.

ALL OF THE BAKERS IN AUGUSTA ARE LIVE WIRES

A six-hour trip on the Central Georgia R. R. usually takes the traveler from Macon to Augusta, a distance of about 130 miles, but due to my customary "luck", it took me eight hours, as the engine broke down. The fastest train makes twenty-five miles an hour, and while in Georgia I found but one train running on

CLEANLINESS

In the use of

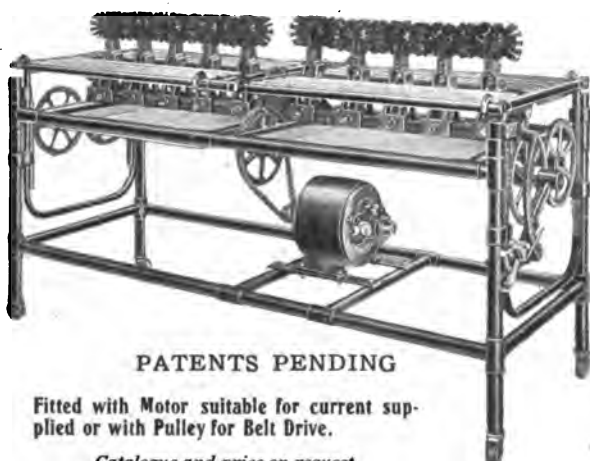
Pan Cleaning and Greasing Machines

Impossible until the advent of the

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SANITARY—REVERSIBLE—ADJUSTABLE



PATENTS PENDING

Fitted with Motor suitable for current supplied or with Pulley for Belt Drive.

Catalogue and price on request.

THE KOENIG-KELLER CO. 530 E. King St. LANCASTER, PA.



FAIRFAX AND GOLDEN CREAM

"THE FLOURS
OF QUALITY"

Strong Bakers' Patents

Our Wheat, for grinding mixture, is selected from a line of 155 Country Elevators owned and operated by us.

Our motto—"Quality."

Write us for samples and quotations

CRESCENT MILLING CO.

DAILY CAPACITY 600 BBLs.

Fairfax, Minn.

HERMAN F. WRIGHT, Manager

schedule time, and that train I, of course—missed. It is a most comical sight, when looking out of the window of the train, to see a darkey seated on a wagon behind two mules making for a train, you can easily imagine the gait—Well, one gets there all the same, even if a little belated. Augusta is a very "sociable" city. It has a population of 43,000 and is at the head of navigation of the Savannah River and carries on a large cotton trade. Its mills, run by a system of water-power canals, produce more unbleached cotton than any other city in the U. S. There are four bakers in Augusta, every one of them a live wire. One of the bakers caters to the wholesale and shipping trade and is about to open one of the finest bakeries in the South. They are all buying machinery to keep their shops abreast with the times, and I think there will be more bakery machinery shipped to Augusta in the next year than to any other city of its size in the States. A city law has been passed which provides for the wrapping of bread. Bread is scaled at 13 ounces for the five-cent loaf, twenty-eight loaves being sold for a dollar, wholesale. Far more five-cent than ten-cent loaves are baked in this city. There is keen competition among the bakers of Augusta, who produce a fine line of goods.

ATLANTA CITIZENS PREFER QUALITY TO QUANTITY

From Augusta I went to Atlanta, the capital of the State, a fine, modern, prosperous city, as well as a commercial and industrial center. It is also an important railroad terminus, and the largest wholesale distributing point of the south eastern states. It has extensive manufactories of cotton, fertilizers and patent medicines. Although the South is "dry," one can buy patent medicines containing 18% alcohol! Whiskey has 40%. This is driving the devil out with Beelzebub. While on this matter, and knowing that some bakers often like to indulge in something a trifle stronger than water for a change, I will relate the following little anecdote:

While in Georgia I was invited to dinner one day by one of my Southern friends. Mine host lauded the "prohibition" which prevails in the Southern States, telling me that he also voted "dry." Imagine my surprise when one bottle of "Budweiser" was followed by another at the repast, and upon my inquiring how it was possible under the prevailing conditions to have so much beer in his house, he offered the following solution: "I have two sons, each over twenty-one years of age. The law allows such citizens twenty-four bottles of beer a month. I am, therefore, in a position to receive 72 bottles each month. I am glad that they have not formed such a bad habit and that their father alone has this depraved taste." No wonder that he voted "dry." I could recite many more incidents of this nature, but fearing that my readers may become thirsty I will continue the narrative of my travels.

Atlanta is the chief distributing point for the Nothern and Western manufacturies. The great staples of its trade are cotton and tobacco. It has a population of about 156,000 and was founded in 1840. The chief point of interest in the history of Atlanta is its siege and capture (Sept. 2nd, 1864) by General Sherman, who, after holding the city two months, began his famous "March to the Sea." There are sixteen bakers here, among which are four wholesalers, one being the originator of the American package cakes. The rest are retailers. The bakers produce a fine line of goods, the bread being of an especially good quality. The prices they obtain are fair. I really could not detect any underselling in this city, and the Atlanta public seems to prefer quality to quantity. A ten-cent loaf scales about 24 ounces, while the five-cent loaf scales 12 ounces, and wholesales at eight and four cents, respectively. Among the bakers in Atlanta there is one who specializes in gluten bread, I noticed a sign in a show-window on South Broad St. It read "Hygienic Diabetic Bread Co." I entered the store to obtain further particulars. An elderly lady, who said she was the originator and owner of the Hygienic and Diabetic Bread Co., greeted me. I imparted to her the object of my visit, but she appeared unwilling to give me any information, fearing, I presume, that I would acquire the "secret" of her gluten bread, but upon

telling her that I merely wished to know the history and not the formula of her famous gluten bread, she became more sociable and invited me to take a seat, which I gladly accepted. On a little side table three pairs of glasses were lying; no doubt they were of different degrees of strength. She selected one pair, cleaned them carefully, and adjusted them to her eyes, and looked me over from bow to stern. I will be frank and say that I do not think she liked my face. She then related the following:

HISTORY OF THE FAMOUS ATLANTA GLUTEN BREAD

"My only child, a little girl, was very ill and the doctors said she would not live unless she underwent an operation. She could not even digest a raw egg. Not consenting to an operation I sent her to a sanitorium where they specialize in the Gluten cure." As I never heard of such a cure I looked at her in some astonishment, and was still more surprised to hear her say that in three weeks the child who had been sick unto death had fully recovered on a gluten diet. "This first gave me the idea to incorporate gluten in bread, but," she said, "gluten is a hard thing to get. Finally a man came along and told me where I could obtain it, and after I knew where to get gluten, I took lectures on the subject." This was rather a strong dose for me to swallow, and so I said: "Lady, where did you take lectures in Gluten?" She hesitated a trifle, changed her glasses for a stronger pair (I suppose) measured me again from top to toe, and said very complacently: "At Kellogg's in Battle Creek." She continued: "Yes, I went home and experimented in baking gluten bread, and wasted many a barrel of gluten until the bread reached the perfection stage." "How did you hit upon the idea of making a business of it?" I next inquired. "Well! I gave away a great deal of gluten bread and cured so many people that the doctor said it would be a benefit to humanity if I made a business of baking this gluten bread and selling it." "How much do you scale your bread, Madam?" "Eleven ounces," was the reply. "How much do you charge for a loaf?" I then asked. "Ten cents," she said. Providence gave me the idea to bake the bread in order to benefit my fellowmen. As I was pondering about the high price of this bread and began to question the brotherly (or rather sisterly) love of this self-termed benefactress to humanity, I thought of the little daughter whose life had been saved through partaking of gluten bread, and adjusting my necktie, I suddenly said: "Madam, I hope your daughter, who owes her life to your gluten bread, is still alive, and that I may have the pleasure of meeting her." Hereupon this elderly lady removed her glasses, took the third (and strongest) pair from the table, adjusted them, and replied in a long drawn-out tone—"NO! My daughter is very much alive, however, she weighs over 200 pounds, but you can't see her, for she lives out of tow, and, by the way, is married and has two children." This statement I did not question in the least, and noticing some pies doughnuts and buns in the store I inquired whether these also were made of gluten, to which she replied: "I make those of half gluten and half flour." "Has your bread any other special features," I asked, curiously. "Yes," she said, very composedly, "It is a great fat reducer, and at the same time a great fat increaser." I almost fell from my chair with astonishment, but she continued with the greatest self-composure, "If you want to reduce your fat, eat it toasted; but if you want to increase your weight, eat it in its natural form. Furthermore (now, listen fat ladies!) if you wish to reduce, it will reduce your fat without leaving any wrinkles."

Well, this was sufficient for me, and the hour of reckoning had come. Assuming a very wise expression, I asked suddenly: "My good lady, what is gluten?" This unexpected question evidently embarrassed her. After a slight pause I repeated my question, and she then slowly answered: "You know gluten is some thing which many people do not know much about." (Some answer) "Well!" I said, "never mind what other people think about it, tell me what you think about it!" As she failed to make any response I gave a little lecture on gluten. "You told me," I said, "that you use barrels of gluten. This is impossible for the reason that there is no gluten which can be

filled in a barrel. Flour, as every chemist will tell you, contains fully 65 per cent. starch; gliadin and gluten, two nitrogenous substances are present in about equal proportions, and when united with water, they form gluten, comprising about 10 to 12% of the flour. My dear madam," I said with a winning smile, "this is a very interesting point. Gluten is important in bread, but there is no gluten whatever in flour as gluten; it is the result of the chemical action when the water is added to make the dough, uniting the gliadin and glutenin. No wonder you say gluten is hard to get. I wish I could see some of your gluten in barrels," and then I made an attempt to enter the bake shop, but her peremptory interference left me no choice in the matter. As I had made clear to her, however, that she had not "hood-winked" me, I withdrew with a very superior smile, while a sympathetic female friend of hers who had listened to our conversation, remarked, as I went out of the door: "I thought he was no good as soon as I saw him."

Our readers will probably think that I have given them a "yarn," but the Atlanta bakers well know their "gluten" bakery. For the moral of the above—I am reminded of the words of P. T. Barnum. The bread which this woman sells is made of graham flour, or, I will say, half graham and half white. That the owner of this bakery has more business acumen than Christian love is evidenced by the fact that she demands for her bread double the standard price asked by most other bakers, and she gets it, too.

After this I went to the hotel, packed my trunk, aimed for the railroad station, and boarded a train for Birmingham. Soon afterward I was in my berth, when it started to rain, and as the rain beat against the window panes of my berth, it seemed to me as if the very heavens were weeping over the stupidity of the "Gluten Eaters."

WHOLESALE CONTROL SITUATION IN BIRMINGHAM

Birmingham is a city with a population of about 134,000 inhabitants, and is the largest city in the State of Alabama. Situated in the heart of the greatest coal, iron and lime stone district of the South, it has extensive blast furnaces, coke-ovens, coal mine, stone quarries and rolling mills. Three huge coal fields, aggregating over 9,000 square miles, with some sixty seams, more than half of them workable, lie near the city, the nearest deposits being only four miles from the city. The city is built partly upon the slope of Red Mountain, named from its outcrop of hematite iron ore, which extends many miles in every direction. There are twenty-two bakers in Birmingham, among whom are three wholesalers. One wholesaler turns out about 25,000 to 30,000 loaves of bread and about 8,000 package cakes daily, and no doubt has the lion's share of the business. The prevailing conditions for the retailer are very unsatisfactory. Home-made goods are said to be the cause. These may influence the trade somewhat, but in my opinion there are more potent reasons. Birmingham is a city of modern shops—or stores, but I regret to say, not bake-shops, as they are the most inferior in Birmingham. Were I not to say so, anyone who is at all familiar with Birmingham, could justly criticize me for distorting facts. The store proper and bakeshop usually occupy one space, being divided by a partition, the bake-shop being poorly ventilated, so that all the steam and odor from the ovens and baked goods pass into the store. I have been in stores in which the air was positively suffocating from the fumes of doughnut grease. In regard to the quality of the goods—it is better to be silent. That the people of Birmingham appreciate a good quality of cake and bread, is evidenced by the phenomenal success of the wholesalers. The rents in Birmingham are fairly high. A bakery on a fairly good thoroughfare rents at \$70.00 monthly. The bread scales about the same as in Atlanta.

ALL OF TUSCALOOSA'S BAKERS PROSPERING

Tuscaloosa, Ala., was my next stop. It is about seventy miles west of Birmingham, and is located in the midst of a rich mineral and lumber district. In a population of about 12,000 there are only four bakers. Every one seems to be prospering, and I

found some of the bakers turning out the finest line of goods that I have seen in the South. We have here our friend, J. Hardin, whose cake foreman, R. E. North, introduced package cakes with marvelous success and is thinking of marketing his package cake proposition to other bakers in the near future. The son of Duncan May is the undisputed leader in the ice cream and fancy cake line. This gentleman very strenuously resents the assertion of many bakers that the small towns of the South are a poor field for the finer grade of baked goods. Otto Marle, on 23rd Ave., is also doing a very satisfactory business.

♦ ♦ ♦

Detroit's New Bakery Firm

Joseph Mills, for many years manager of various plants for the Ward Baking Co., latterly in the Ward Brooklyn plant, and Albert D. Fox, for nearly twelve years superintendent of the Perfection Biscuit Co., in Fort Wayne, Ind., have organized the Mills-Fox Baking Co., a \$50,000 corporation, to do business in Detroit, Mich. The new firm will erect a modern plant at Fourth & Merrick streets, Detroit.

♦ ♦ ♦

Farewell Luncheon to W. S. Travis

A farewell luncheon was tendered to Walter S. Travis on March 1st upon his leaving the Werner & Pfeiderer Co. to become one of the directing heads of a Bridgeport (Conn.) bread firm. Mr. Travis had been associated with the Werner & Pfeiderer Co. for over eight years, during which time he had endeared himself to many members of the allied trades; so the occasion was one of good fellowship. I. F. White, now Eastern manager of the Petersen Oven Co., and George Mahla, of the Werner & Pfeiderer Co., two old associates of Mr. Travis, acted as hosts. There were fourteen present at the luncheon, at the Beekman Cafe, Beekman Street and Park Row, New York City. Mr. Travis was the recipient of many good wishes for his future success.

♦ ♦ ♦

Financial Notes

The General Baking Company reports for the year ended Dec. 25, 1915, net income of \$741,015, a decline of \$150,701 from the revenue of 1914. A balance of \$85,835 remained after dividends had been paid on the preferred stock, a decline of \$123,095.

♦ ♦ ♦

Former Baker Selling Machinery

Fred Wagner, formerly head of the R. Wagner Bakery Co., of Louisville, Ky., has accepted a position with the Triumph Manufacturing Co., of Cincinnati, and will travel through Kentucky and the South.

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Bates now with Consolidated Products Co.

Albert L. Bates has resigned his position with the Schulze Baking Co., of Chicago, Ill., and accepted an offer to go with the Consolidated Products Co., to introduce their new product, condensed buttermilk to the baking trade. Mr. Bates has been manager of one of Schulze's plants in Chicago, and has been with the Schulze Co. for five years.

He is strongly interested in condensed buttermilk and feels he has something fine to show to his friends among the bakers.

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Texas Bakers to Hold Exhibit

The Master Bakers of the State of Texas meeting in convention at Waco, Texas, May 2, 3 and 4th, 1916, have arranged for an exhibit of bakers' supplies and machinery and invite exhibits from all houses interested. It is said that space will be very reasonable and the convention is assured of a large attendance. Inquiry as to cost of space for exhibits should be referred to Chas. Vincent, Waco, Texas.

Trans-Mississippi Convention Plans

The Trans-Mississippi Convention, which is to be held in Omaha, Neb., is to be one of the most unique conventions ever held by the bakers in this country.

It is the plan to hold the convention in Omaha's large convention hall, having the association meetings surrounded by booths of exhibitors, thus bringing together in one great meeting all features of interest to the bakers.

Already many large manufacturers have signified that it is their intention to make the Trans-Mississippi convention their show ground, and wide interest is being shown in the approved plans.

The Ak-Sar-Ben Governors have named Monday night, June 12th, as bakers' night at the Den, and they are making ready to get even with the bakers for the small-sized loaves of bread they have been getting for the past two years.

It is understood that all the big railroads leading into Omaha are to feature the Trans-Mississippi Bakers' Convention, their advertising having already been mailed.

The program committee have nearly completed the attractions, and while they are not saying anything—their smiles would infer some big surprises.

The Omaha Master Bakers' Club has always been one of the live-wire clubs of the country, and it is plainly evident that they are behind this first Trans-Mississippi Convention, as any one

who can assist in making the meeting a big success is being drawn into service.

We believe that every baker in the middle West should attend this big convention, and that he should bring his wife and family, as they will also find entertainment has been arranged for every minute they spend in Omaha.

The convention dates are June 12th-13th-14th.

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Coming Conventions

April 25-27—Oklahoma Annual, at Tulsa, Oklahoma.

May 1-4—Southeastern Annual, at Macon, Ga.

May 2-4—Texas Annual, at Waco, Texas.

May 9-11—Illinois Annual, at Springfield, Ill.

June 6-8—Tri-State (Ohio, Indiana and Michigan) Annual, at Toledo, Ohio.

June 12-14—Pennsylvania Annual, at York, Pa.

June 12-15—Trans-Mississippi Convention (Iowa, Kansas, Missouri, and Nebraska), at Omaha, Neb.

June 13—California Annual, at Oakland, Cal.

June 26-27—New York State Annual, at the Bronx, New York City.

August 7-11—National, at Salt Lake City, Utah.

October 10-12—Wisconsin Annual.



MODEL BAKERY AT FOOD SHOW

These five machines formed part of the equipment of the Model Bakeshop exhibited by Jaburg Brothers of New York at the National Food Exposition held at Grand Central Palace in March. Another feature of the Jaburg Exhibit was a display of their widely advertised Blue Jay Pure Food Products.

Choice Cracker Recipes

Written for Bakers Review by Gluto

(Continued on page 103)

Gluten Bread

Recipes have been given from time to time in BAKERS REVIEW for gluten bread, which, to my mind, would not make a bread that could rightly be called gluten but would make a very nice whole wheat bread. A person suffering from the dreadful disease, diabetes, should not be allowed to eat bread made in that manner.

In some states a standard is set for gluten flour. That of New Hampshire, which is before me, states that it must contain at least thirty per cent. of protein and not over forty-eight per cent. of starch.

In most all cities a gluten flour can be bought containing at least thirty-five per cent. of protein and a nice loaf of bread can be made from it as follows:

To five pounds of flour add one ounce of salt, three ounces lard, one and one-half ounces yeast and two quarts of water. Make a clear dough, at a temperature of 85 degrees Fahr. Knead thoroughly and let it lay three hours to rise. Scale it off, sixteen ounces to a loaf, place it in pans and let prove until it fills the pans. Bake in a good heat. This amount of dough will make nine loaves and retails at fifteen cents per loaf.

The flour is made by washing the starch from wheat flour; it is then allowed to precipitate, after which it is dried and sold.

The gluten which remains is a small portion of the flour, resembling rubber when wet, and is dried in a vacuum dryer and reground into flour. This flour contains about 70 per cent. of proteids but is too tough, when made into a dough, to work. It is therefore mixed with a spring wheat flour in a proportion that gives thirty-five per cent. proteids: a per cent. that is recommended by physicians for ordinary cases of diabetes.

Choice Biscuit Recipes

Honey Fruit Cake

1 bbl. short cake flour	6 gals. N. O. molasses
16 lbs. lard	18 oz. salt
6 qts. eggs	3 lbs. bicarbonate of soda
4 qts. sweet milk	1 lb. cinnamon
12 gals. honey	8 oz. ground mace
	100 lbs. currants

Pour all the ingredients, except the flour and soda, into the mixer. Turn on the power and mix them all thoroughly. Dump in the flour and sift in the soda while mixing. Make a clear dough and run on a soft cake machine with a bar die. Bake in a medium cool oven.

ICED Honey Bars

Iced Honey Bars

1 bbl. short cake flour	14 gals. honey
10 lbs. light brown sugar	3 lbs. bicarbonate of soda
10 lbs. lard	24 oz. ammonia
6 qts. eggs	20 oz. salt
2 qts. water	4 oz. lemon oil

Heat the honey to 100 degrees Fahr. and cream it with the sugar, lard, salt and lemon oil. Beat in the eggs and add the ammonia dissolved in water. Dump in the flour and while mixing, sift in the soda.

Run through the bar attachment on a panning machine and bake in a cool oven with a small quantity of steam. Ice with soft icing.

Honey Jumbles

1 bbl. cake flour	3 lbs. bicarbonate of soda
8 lbs. lard	18 oz. ammonia
14 gals. honey	20 oz. salt
1 gal. eggs	12 oz. cinnamon

2 gals. water

3 oz. lemon oil

Make a dough the same as for Honey Bars and run on a soft cake machine with a jumble die. Bake in a cool oven with little steam. Sell plain or iced.

Vanilla Creams

150 lbs. cake flour	1/4 gal. honey
112 lbs. powdered sugar	20 oz. bicarbonate of soda
25 lbs. butter	20 oz. ammonia
25 lbs. lard	12 oz. salt
3 gals. eggs	8 oz. tartaric acid
8 gals. sweet milk	2 oz. egg color
	3 qts. vanilla extract

Cream the sugar, butter and lard and beat in the eggs, a few at a time, then the honey, vanilla, salt and color. Dissolve the ammonia in the milk, add and dump in the flour and sift in the soda and acid while mixing. Make a good clear dough and run on a soft cake machine with one and one-half inch die. Bake in a moderate heat.

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Death of Harry Fox, one of Country's Largest Flour Buyers

Harry Fox, who conducted a flour brokerage office at 623 Postal Telegraph Building, Chicago, died March 9. Mr. Fox also acted as flour buyer for the Biscuit and Cracker Manufacturers' Association, in which capacity he was one of the largest buyers of flour in the United States.

Mr. Fox was a well-known figure in the commercial world for many years. He was an expert on flour and baking, was well posted on the chemistry of flours, and was also an authority on the country's pure food laws. An able speaker, Mr. Fox was instrumental in the success of many gatherings of the trade. He was a good friend, always ready to give of his time and experience to those who needed guiding. Society circles also welcomed his personality, and he was a 32nd degree Mason, a Knight Templar, and a Shriner.

Mr. Fox was born in London, England. He is survived by seven sons and three daughters: Arthur G. Albert D., Charles R., H. W., Alfred W., Walter M., Dr. Edward F., Rose C., Emily M., and Lucy R. His business will be continued by his son, Arthur G. Fox, who has been associated with him.

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Massachusetts Bakers Dine

The Master Bakers' Association of Massachusetts held its annual banquet and dance on March 9 at the American House, Boston.

The principal speaker was Louis K. Liggett, president of the Boston Chamber of Commerce, who scored the selfishness of the business men of Boston who are tying up the railroad freight situation. He said that business men seem to prefer to pay demurrage and keep their goods in freight cars rather than to deliver to customers or pay storage. He asserted that the bakers are vitally affected by the situation and suggested that they co-operate with other agencies in order to relieve the congestion.

L. M. Scott, of St. Johnsbury, Vt., president of the New England Tri-State Master Bakers' Association, was also an interesting speaker. Charles H. Gretter, president of the Massachusetts Association, acted as toastmaster.

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The Loose-Wiles Biscuit Company earned a net revenue of \$422,371 last year, compared with \$635,654 the year before, a decrease of \$213,283.

APRIL

10	18	19	20	21	22
23	24	25	26	27	28
30					29

CALIFORNIA RAISIN DAYS

Are You Ready For Them With This?

April 28 and 29 are Raisin Days throughout the nation. The Raisin Growers of California are behind a big campaign that will make everybody think about raisins these two



days. Our Saturday Evening Post Page for April is devoted to these Raisin Days. Take advantage of all this interest in raisins to get people to eat

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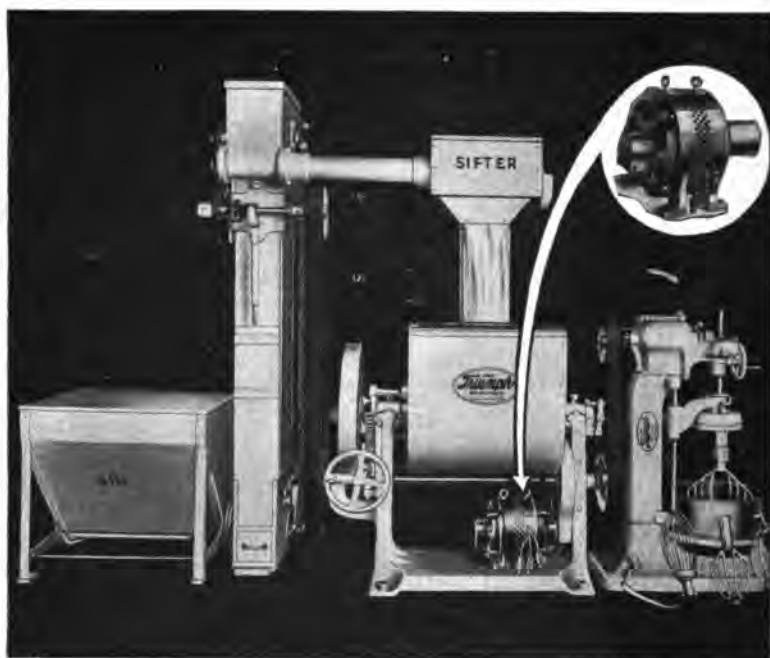
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A Lincoln Motor operating an installation of Baker's Machinery

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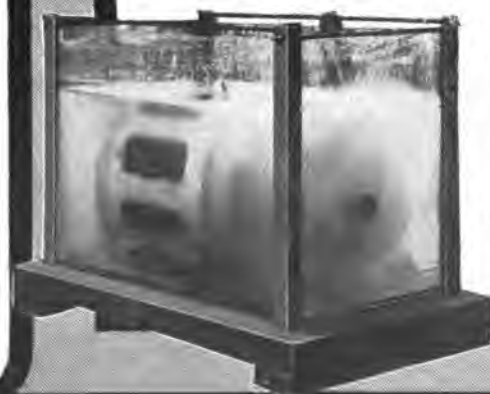
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Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

Some Reminiscences of a Lifetime Spent in the Baking Business

By Thomas S. Ollive, Vice-President of the National Biscuit Co.

EDITOR'S NOTE: The N. B. C., official house organ of the National Biscuit Co., recently published the following from the pen of the man who is reputed to be the oldest biscuit baker in the country. The illustrations as well as the story are of peculiar interest to cracker bakers of the present day.)

SOME people say that I am the oldest biscuit baker in the country and maybe I am. In any event, I started to bake biscuit at the age of fifteen and I have been in the biscuit business ever since. As I am eighty years old now, I am thus credited with sixty-five years spent in the industry.

I was born in Liverpool, England, on May 17th, 1835. When I was ten years old our family came to America and my father started a small cracker factory in New York City. In 1850, when I was fifteen, I started to work for him.

New York, then, as now, was a large city, as cities went in that time, but it was confined to the lower or southern end of Manhattan Island. Fiftieth Street was far up-town and beyond that was open country. Had any one prophesied then that the city was destined to be the largest city in the world and that in fifty years it would have more than four millions of people within its borders, he would have been laughed to scorn.

EIGHT CRACKER BAKERS IN NEW YORK CITY IN 1850

The business of cracker baking in the country was also in its infancy. In the year 1850 there were but eight cracker bakers in New York City: Speir & Company in Pine Street; Sanford & Goodwin in South Street; J. T. Wilson & Company in Dutch Street; Johnson & Treadwell in Beekman Street; Erastus Titus in Washington Street; Parr & Company in Mott Street; I. & J. McGay in Forsyth Street and Joseph Bruen in Delancey Street.

All these bakers made the same line of goods with the exception of Joseph Bruen, who specialized in oyster or butter crackers. His product, made entirely by hand, was of unusual excellence and was used by all Oyster Houses, the then prevailing designation for restaurants and eating places. Each day he would deliver the crackers fresh from the ovens to his customers. Wearing a long-tailed coat and high silk hat, he would drive his two-wheeled cart about town making deliveries as ordered. The crackers were put up in cotton cloth bags, each bag holding seven pounds. "Joe" Bruen was a picturesque figure, a character indeed, whom everyone knew.

My earliest recollections go no farther back than 1850, at which time there were but five principal kinds of crackers manufactured; namely, the butter or oyster cracker, the soda cracker, the sugar cracker, the ginger snap and the pilot cracker (more commonly known as ship bread), this latter

being made in large quantities to supply the sailing vessels, it being their only staple food for long voyages. I well remember helping to stock ships' lockers with these crackers. The extra supply was carried in hogsheads and barrels. By far the largest part of the output of nearly all the old bakeries consisted of pilot crackers.

Hand labor was used exclusively in making the butter and sugar crackers, but we had machines to cut the soda and



THOMAS S. OLLIVE
Vice-Prest. N. B. C.

pilot crackers, making use of hand labor in mixing and preparing the dough. In those days we began to work at four o'clock in the afternoon, with the minimum amount of time for breakfast and dinner. I am glad to say, though, that this custom did not prevail long.

Butter crackers were made by taking one or two barrels of flour of the best grade and adding about fifteen pounds of butter and fifteen pounds of lard to each barrel. These ingredients were then mixed by hand in a wooden trough

with the necessary amount of water and salt until the dough reached the proper clearness.

A canvas was then spread over the dough and it was treaded into a solid mass, after which it was taken to the "brake." This consisted of a circular or square platform having a long stick (nicknamed a "horse") attached to an iron swivel in the rear. The different workmen took turns in jumping upon this "horse" and so kneading the dough. It was pretty strenuous work.

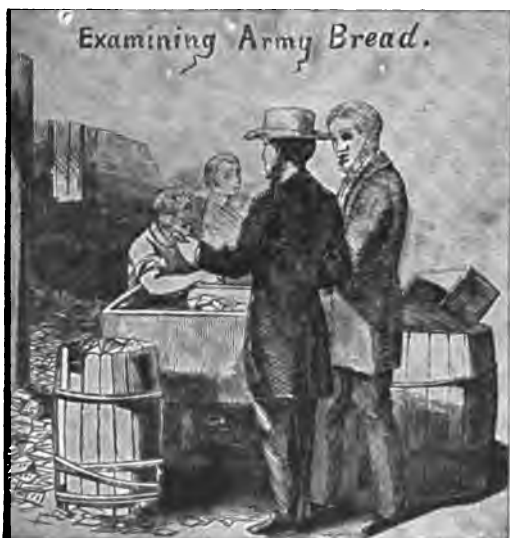
When the dough had attained the right consistency it was cut by hand into squares, placed on a bench and cut again, this time into strips two feet long and two inches wide. These strips were shaped by hand into long thin rolls and



Our Civil War gave great impetus to the cracker-baking industry in this country since it created a tremendous demand for hardtack, or army bread. This picture shows how it was baked in those days.

these in turn were transformed into small balls a little larger than marbles by dexterous manipulation of the fingers. The balls were moulded on the table by the palm of the hand into the desired shape. In some cases they were placed on long wooden splints and set in the oven.

The process of mixing dough for pilot and soda crackers was identical with the process I have described, but the



This picture (as well as the one above) showing U. S. Army inspectors examining hardtack intended for the Northern forces, is a reproduction of a wood-cut published originally in Harper's Weekly in 1861.

cutting was done by a machine worked by hand power. The baking was done on the bottom of the oven. Ginger snaps and sugar crackers were baked in pans. Crackers were delivered in barrels, boxes and seven-pound bags. We never carried stock.

In the spring of 1855 I went to San Francisco to become foreman for Deith & Starr, one of the two bakeries on the Coast. About the only product manufactured by these bakers was pilot crackers, made in the same manner as in the East. Deith & Starr, however, put out a soda cracker of superior quality, butter being the only shortening used.

Two years later I crossed the Sierra Nevada Mountains and located at Yreka in the beautiful Valley of the Shasta in Northern California, where I engaged in business for myself. On the backs of mules, at an expense of twenty cents per pound freight, I packed a cracker-cutting machine over the mountains. It was the first cracker machine ever seen in that territory.

At Yreka the only crackers we baked were soda crackers, which we sold at twenty-five cents a pound. We also baked pies, which we made with dried fruits. For these we received fifty cents apiece. Our flour we got from a mill in the Shasta Valley, at a cost of eight dollars per barrel, or



This old drawing shows a scene in a cracker factory about the year 1810, conveys an excellent idea of the manner of operation of the brake to which Mr. Ollive alludes. The man in the picture is riding the famous "horse." This brake device was invented before 1800 and remained in use for about 75 years.

four dollars a hundred-weight. Our lard came from Oregon and cost twelve cents a pound. We had a small tile oven and we did all our own work.

There were wonderful opportunities in California for cracker bakers, but unfortunately my state of health forbade my remaining and so, in the Spring of 1860, I returned to New York.

THE FIRST REEL OVEN

In New York I found that Mr. E. O. Brinckerhoff (a school teacher who had successfully graduated to the business of cracker baking) had moved his bakery in my absence from Madison Street to Grand Street and there completed the erection of the first reel oven, the invention of Hosea Ball.

This oven eventually proved successful, but only after the greatest of difficulties and a burden of expense which bankrupted Mr. Brinckerhoff. Ultimately, however, he prospered and paid every dollar he owed with interest at seven per

cent. Mr. Brinckerhoff was the first baker in New York City to produce a high grade soda cracker and because of it he built up a wonderful reputation.

On my arrival from the Coast I opened a "bake shop" of my own in New York City at 14th Street and Third Avenue. Shortly after the Civil War broke out and we who were engaged in the business of baking crackers were very busy making hardtack for the army. Those were busy times indeed.

In 1868 I became a member of the firm of Brinckerhoff & Company. Machinery was beginning to be improved and consequently to play a more important part in the production of crackers. Of course it also resulted in extending our list of products.

The old method of selling crackers through wagon drivers on a commission basis still prevailed, the era of the traveling salesman not having dawned. The commission to the driver was 20 per cent., no goods being returnable except by reason of fault in manufacture. Boxes, barrels and bags were all charged for. The firm name in stencil on the box or barrel was the only mark of identification. The average price of soda crackers to the drivers at that time was from six to nine cents per pound, dependent upon the market price of flour. The other varieties of crackers sold anywhere from ten to twelve cents per pound.

In 1872 the firm of Belcher & Larabee of Albany, New York, installed a set of English machines for cutting. At the same time they introduced English hard sweet biscuit of which the variety known as "Cornhill" became very popular, wholesaling at 18 cents per pound. Supply seldom equaled demand and it was often necessary to wait long periods for deliveries.

THE FIRST DOUGH MIXER

About this same time the dough-mixing machine also came into use. When the first machines were sent to this country from England, Mr. John Holmes accompanied them as the practical baker and he produced crackers of excellent quality, which became very popular and made him very successful.

In 1875 I took a trip to Europe, and while in Great Britain had the pleasure of a visit to the Carlisle Biscuit Factory at Carlisle, England. When I called, I stated my connections and my desire to learn their methods. I was received most courteously and was invited to make a thorough inspection of the factory, which I did. I found the methods of manufacture to be very efficient, but not superior to the methods then in operation on this side of the Atlantic.

The variety of biscuit products continued to increase. Some of the new varieties were fruit biscuit, water thin biscuit and a variety of sweet goods which came to be known to the trade as the "cookie line." About this same time marketing methods for biscuit began to show changes, tin cans coming into prominence for the first time. The use of labels and registered names also came to have rapid growth.

In 1880 Mr. Holmes left Larabee & Company and the firm

of Holmes & Coutts was founded. Its best known product was Sea Foam Biscuit. In 1885 the firm of Vanderveer & Holmes was formed and began business in Vesey Street, making a specialty of labeled goods and extending the line of cookie varieties. Mr. D. M. Holmes about this time invented a machine for the cutting of soft dough which brought about a great advance in the manufacturing process. At this time, also, the jumble variety of biscuit came into prominence and popularity.

In 1890 the New York Biscuit Company was founded and from this time until the time of the formation of the National Biscuit Company in 1898, improvements in baking methods gradually increased.

The formation of the National Biscuit Company resulted in practically a new biscuit industry, so thorough was the revolution which took place. Crackers made their appearance



Mr. John Bogal, an inspector of baked product in the Tenth Avenue Factory, New York, now in his eighty-first year. He used to work for Mr. Ollive. He has been employed in the biscuit business continuously for more than sixty years.

in the dust, dirt, moisture and odor proof In-er-seal Trade Mark package. The products were given distinctive trade names. A country-wide advertising campaign was engaged in to secure national distribution, to tell people about crackers and the new idea of selling them, thereby to increase their popularity and their consumption. These and the other advance steps taken by the National Biscuit Company assured the progressive success of the industry.

(Cracker Department Continued on page 98)

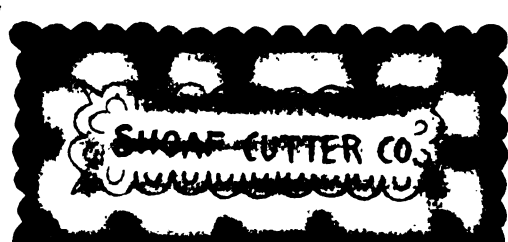
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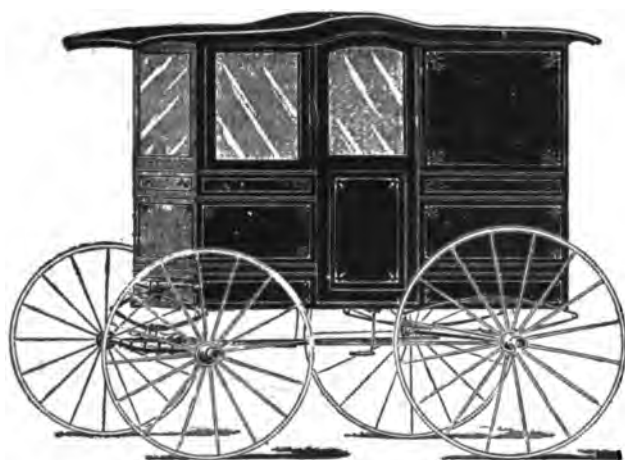
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DEUTSCHER TEIL

Vereins Berichte — Rezepte — Fachartikel

Der Wert moderner Hilfsmaschinen fuer den mittleren und kleinen Baecker

Von Albert Maybaum

Es kann keine Frage mehr sein, wir leben heute im Zeitalter der Technik, und wer vorwärtskommen will, der muss sich der Technik anpassen, muss ihre Errungenschaften sich zu Nutzen machen. Sonst überholt ihn die Zeit, wirft ihn bei Seite und verurteilt sein Streben und alle seine Mühen zur Unfruchtbarkeit, da sie den erfolglosen Versuch darstellen, gegen den Strom der Entwicklung schwimmen zu wollen. Was aber die Errungenschaft der Technik für uns Bäcker bedeutet, das lässt sich in dem einen Begriff der Bäckereihilfsmaschinen zusammenfassen. Nur mit ihnen und durch sie können wir in unseren Tagen den Erfolg an unsere Betriebe knüpfen, ohne sie sind wir zum mindesten dem sicheren wirtschaftlichen Misserfolg verfallen.

Wie nun die Bäckereihilfsmaschinen die klare Richtung angeben, in der sich die technische Seite unseres Bäckerberufes fortentwickelt hat und noch immer fortentwickelt, so zeigen sie auch ebenso klar, was wir zu tun haben, um den wirtschaftlichen Erfolg unserer Betriebe sicherzustellen. Freilich den Grossbetriebern braucht man dies nicht erst auseinanderzusetzen; sie haben den eigenen Vorteil längst erkannt und nutzen die Hilfsmaschinen weitgehend aus, und aus diesem Grunde sind sie eben ein so gefährlicher Konkurrent der kleinen und mittleren Bäckereien geworden, die sich nicht im gleichen Masse derselben Hilfsmittel bedienen. Wenn das nicht bald anders wird, dann werden die kleinen Bäckereien schliesslich ganz aus dem Wirtschaftsleben unseres Volkes verschwinden. Die kleine Bäckerei von heute, die keine maschinellen Hilfsmittel anwendet, arbeitet unwirtschaftlich und direkt mit Verlust, wenn dies auch vielleicht nicht überall so deutlich in die Erscheinung tritt, da man in solchen Fällen eben die eigene Arbeit des Meisters wie die Zinsen für das vielleicht ererbte Anschaffungskapital einfach garnicht in Rechnung stellt und froh ist, wenn man das karge Leben, den Lohn und die Miete nebst den Rechnungen für Mehl und Feuerung etc. herausholen kann. Wirtschaftlich arbeiten heisst aber, dass man seinen Betrieb so führt, dass er einen wirklichen und ansehnlichen Gewinn erbringt und jede Arbeit, die dies nicht leistet, ist im Grunde eine wirtschaftliche Vergeudung von Volksreichtum und Volkskraft, denn auf unserer Arbeit beruht unser Volkswohlstand. Unser ganzer deutscher Nationalreichtum ist erarbeitet und wird durch Arbeit gemehrt; wenn man das einmal bedenkt, dann wird man erkennen, dass jede Arbeit, die nicht einen Ueberschuss, also einen Gewinn bringt, sinnlose Vergeudung bedeutet und wertlos ist.

Nun ist aber festzustellen, dass unsere Arbeit keineswegs so unwirtschaftlich zu sein brauchte, wenn wir nur die praktischen Mittel zur rationellen Ausgestaltung unserer Arbeit nicht vernachlässigen. Der Beweis liegt eben darin, dass diejenigen Bäckereien uns wirtschaftlich herabdrücken, die mit allen Hilfsmitteln der modernen Bäckertechnik wirken. Jene arbeiten rentabel oder wirtschaftlich und erzielen einen Gewinn durch ihre Arbeitsmethoden, trotz der niedrigen Preise,

An den niedrigen Verkaufspreisen allein liegt es also nicht, wenn wir nicht bestehen können. An eine Heraufsetzung der Preise ist auch garnicht zu denken; denn eben jene Betriebe, die wirtschaftlich günstiger gestellt sind, diktieren die Preise, mit denen sie bei ihrer Arbeit bestehen können und wir können keine höheren Preise erzielen, weil wir sonst die Kundschaft verlieren würden.

Oft und viel ist darüber nachgedacht worden und die mannigfaltigsten Wege sind vorgeschlagen worden, wie man wohl die Verkaufspreise erhöhen könnte, um eine bessere Wirtschaftlichkeit zu erzielen. Alle Mittel haben sich als unzulänglich erwiesen, alle Versuche sind fehlgeschlagen und alle Wege zu diesem Ziel erwiesen sich als Irrwege. Ich will hier nicht alle jene Bestrebungen aufzählen, will nicht alle Meinungen und Gegenmeinungen wiederholen; aus praktischen Gründen will ich hier aber einen Begriff herausgreifen und beleuchten, der in allen jenen Bestrebungen eine Rolle spielte, selten richtig verstanden wurde und für unser Thema von Wichtigkeit ist, da ein richtiges Verständnis dieses Begriffes uns manches wird erkennen lassen, was wir bei allen unseren wirtschaftlichen Bestrebungen übersehen und doch nie ausser acht lassen dürfen. Es ist der Begriff „angemessener Preise“ für unsere Produkte.

Wir leisten alle Arbeit, das ist einmal richtig. Ebenso richtig ist es auch, dass im wirtschaftlichen Leben jede Arbeit ihren angemessenen Lohn fordern kann und erhalten soll. Dass heisst also, dass wir, da unsere Produkte das Ergebnis unserer Arbeit sind, für unsere Produkte einen angemessenen Lohn, also einen angemessenen Verkaufspreis zu fordern berechtigt sind. Die Gesamtheit, für die wir arbeiten, ist uns dies schuldig und darf es uns nicht weigern, darf es uns billigerweise nicht weigern. Soweit ist alles recht gut und richtig, und wir werden glauben, hier einen unwiderleglichen Rechtsanspruch geltend machen zu können, selbst wenn wir fordern müssten, dass der Staat als Schirmherr unserer Volkswirtschaft uns zu Hilfe kommen solle, um uns in dieser oder jener Form jene angemessenen Verkaufspreise zu sichern. Wir werden aber eine weitere kleine Erwägung anzustellen haben und werden dann schnell genug einsehen, dass unser Rechtsgrund auf recht unsicherer Grundlage ruht, dass wir einer Täuschung uns hingeben, wenn wir glauben, auf diesem Wege eine Abhilfe unserer wirtschaftlichen Misere zu finden.

Von einem echten und stichhaltigen Satze muss man erwarten, dass er sich auch umkehren lasse und dann ebenfalls wahr bleibe. Haben wir also gesagt, dass jede Arbeit ihre ausreichende Löhnung erwarten könne, so müssen wir auch sagen können, dass man für einen bestimmten Lohn eine ausreichende und angemessene Arbeit, für uns also Leistung oder Ware, zu liefern hat. Die Richtigkeit wird niemand bestreiten; ihre praktische Anwendung zeigt uns aber seltsame Ergebnisse. Es besteht nämlich kein Zweifel, dass man eine Arbeit zweckmässig verrichten kann oder unzweckmässig, und

das Ergebnis wird sich in beiden Fällen durch die wirklich erreichte Leistung dartun. Nun ist aber nicht die Arbeit die Hauptsache, sondern die durch die Arbeit erzielte Leistung. So kann einen bestimmten Lohn auch nur der verlangen, der eine bestimmte praktische Leistung wirklich vollbringt. Das wollen wir nun einmal auf unsere Verhältnisse anwenden.

Unsere Arbeit geschieht in der Backstube und die durch die Arbeit erzielte Leistung zeigt sich in der Menge der Produkte, die wir durch unsere Arbeit in einer bestimmten Arbeitszeit herstellen, sei es durch eigene Kräfte, sei es durch die bezahlten Hilfskräfte unserer Gehilfen. Ueberall wo Kräfte ausgenutzt werden, da geschieht es durch die Arbeitsmethode oder Arbeitsweise, auf die es also wesentlich ankommt. Wird eine Arbeit zweckmässig ausgeführt, so ist die Arbeitsweise gut und praktisch, wird sie aber unzweckmässig ausgeführt, so ist die Methode unpraktisch und verkehrt. Auch hier entscheidet das durch die Arbeit erzielte Ergebnis. Nun haben wir uns ganz einfach zu fragen, ist die Arbeitsweise, welche wir üben, praktisch oder nicht; d. h. wird durch sie die höchste Betriebsleistung oder Betriebsausbeute erzielt oder nicht? Die Antwort können wir nur durch Vergleich finden. So fragen wir also weiter: Erzielen wir mit unseren Kräften und Hilfsmitteln, durch unsere Arbeitsweise also, mehr an Leistung wie andere Betriebe, die andere Hilfsmittel, besonders mechanische Hilfsmittel, anwenden? Arbeitet, mit einem Wort gesagt, unser Betrieb billiger als andere? Die Antwort ist recht leicht, sie lautet glatt: Nein!

Würde unsere Arbeitsweise die billigere sein, so könnte uns niemand Konkurrenz bieten, wir müssten also den Grossbetrieben und allen den Betrieben, die mit Hilfsmaschinen arbeiten, weit überlegen sein und wirtschaftlich besser arbeiten, als sie. Da dies aber, wie jeder Bäcker weiss, nicht der Fall ist, so dürfen wir auch auf der anderen Seite uns nicht scheuen, daraus nützlich die Folgen zu ziehen, die eben darauf hinauslaufen, dass wir anerkennen müssen, unsere Arbeitsmethode sei unpraktisch. Unsere Klagen lassen sich in diesem Lichte dahin festlegen, dass wir beklagen, uns werde die zwecklos vergeudete Arbeitslast nicht vergütet. Das mag eine unangenehme Feststellung sein; aber wir sollen bedenken, dass wir niemals auf eine Besserung hoffen können, wenn wir uns nicht zuvor über den Schaden klar geworden sind. Und wir können diese Wahrheit umso eher vertragen, als es wirklich Mittel gibt, durch die wir unsere wirtschaftliche Lage sehr verbessern können. Doch darüber muss Klarheit sein, dass diese Besserung nur durch ein Mittel möglich ist, nämlich dadurch, dass wir unsere Arbeit rationell gestalten, sie zweckmässig ausnutzen. Im übrigen aber lehrt uns die Geschichte der wirtschaftlichen Entwicklung aller Zeiten, dass es recht gleichgültig ist, ob wir eine Wahrheit anerkennen oder nicht, sie selber wird durch unser Meinen, Denken und Wünschen nicht geändert, sie besteht in sich selbst und ihre Folgen treten unweigerlich und unerbittlich zutage. Wer sich dem Gesetz nicht fügt, der geht ohne Gnade zu Grunde, wer aber im Einklang mit ihm bleibt, der kommt vorwärts und hat Erfolge auf jedem Wirtschaftsgebiet. Wohl gemerkt, das sage nicht ich, das sagt die Erfahrung und das Leben; und jeder kann die Probe auf das Exempel machen.

Kommen wir nach dem Gesagten auf den Begriff der „angemessenen Preise“ zurück, so finden wir Folgendes: Im freien Spiel der wirtschaftlichen Kräfte, wie es die Grundlage unseres heutigen Wirtschaftslebens bildet, ist der angemessene Preis für eine Leistung — also für die Produkte unserer Backstube — derjenige, der bei praktischster und vollkommener Arbeitsweise einen Gewinn über die blosse Entlohnung der Arbeit hinaus noch einschliesst. Man nennt den Gewinn über die Arbeitsentlohnung hinaus deshalb auch den Unternehmergewinn; diesen muss der Meister erzielen, wenn sein Wirken wirtschaftlich gesund sein soll. So geschieht es also mit Recht, dass der angemessene Preis für die Backstube sich darnach regelt, wie die Arbeit einen Gewinn einschliesst, wenn sie mit allen modernen Hilfsmitteln ausgeführt wird. Ist es also möglich, dass ein Betrieb, der sich diese modernen Hilfs-

mittel dienstbar macht, wie es tatsächlich der Fall ist, einen billigeren Preis auswirft, als ihn der kleine Bäcker, der sich der Hilfsmaschinen nicht bedient, fordern muss, so wird der niedrigere Preis doch immer der angemessene sein. Man kann dagegen auch nichts Stichhaltiges einwenden, da das Grundgesetz aller Volkswirtschaft verlangt, dass alle und jede Arbeit eines Volkes rationell ausgenutzt werde und keine Kräfte vergeudet werden sollen. Wollen wir also wirtschaftlich vorwärtskommen und soll uns die Zeit mit ihrer Entwicklung nicht zugrunde richten, so müssen wir selber ebenfalls uns die modernen Hilfsmittel einer praktisch arbeitenden Backstube zu Nutze machen. Denn nur wenn wir dies tun, wird unser Betrieb ebenfalls bei den nationalökonomischen und auf der rationellen Arbeitsausnutzung sich gründenden „angemessenen Preisen“ einen wirtschaftlich hinreichenden Unternehmergewinn erzielen. Nur auf diese Weise werden wir unsere wirtschaftliche Existenz auf eine solide Grundlage stellen können.

Kommen wir auf das praktische Feld unserer wirtschaftlichen Kämpfe, so haben wir Folgendes vor Augen: Es ist Tatsache, dass die Grossbetriebe billiger arbeiten und uns daher bei gleicher Leistung eine scharfe wirtschaftliche Konkurrenz bieten. Warum arbeiten sie aber billiger? Sie haben für die Rohprodukte dieselben Unkosten wie wir; denn auch wir können ja durch das Mittel der Bezugsgenossenschaften im Grossen einkaufen und dieselben Vorteile auf diesem Gebiete haben. Sie bezahlen dieselben Löhne und Abgaben, wie wir. Und wo immer eine kleine Verschiebung in diesen Ausgaben zu unseren Ungunsten eintritt, da unsere Betriebe kleiner sind, so ist dies doch nicht so erheblich, dass dadurch allein die Möglichkeit der bestehenden scharfen wirtschaftlichen Konkurrenz begründet werden könnte. Es muss also notwendig einen weiteren Faktor geben, der die Arbeitsweise in den grösseren Betrieben verbilligt und damit die Betriebsunkosten herabsetzt. Denn da alle anderen Unkosten für den kleinen wie den grossen Backbetrieb gleich oder nahezu gleich sind, so kann der herausgewirtschaftete Gewinn nur durch eine Herabsetzung der Betriebsunkosten herbeikommen. Dies wird aber wieder nur durch eine rationelle Arbeitsweise möglich gemacht werden können.

In der Tat sehen wir ja auch, dass die Verbilligung der Arbeit die Quelle der Konkurrenzfähigkeit der Grossbäckereien ist, und wir erkennen auch, dass diese Verbilligung der Arbeit durch die weitgehendste Ausnutzung der technischen Hilfsmittel durchgeführt wird. Wollen wir also gleiche wirtschaftliche Bedingungen für uns gewinnen und ebenso billig arbeiten, so müssen auch wir die technischen Hilfsmittel der Backstube ebenso weitgehend für unseren kleineren Betrieb ausnutzen. Ist dies möglich?

Vor einigen Jahrzehnten war man vielleicht im Zweifel, ob man diese Frage bejahen oder verneinen müsse; heute gibt es keinen Zweifel mehr, man muss sie restlos bejahen. Dank der hervorragenden Leistungen unserer Bäckereimaschinentechnik ist es den in Frage kommenden Fabriken durch die Tüchtigkeit ihrer Konstrukteure und Ingenieure gelungen, alle für die Backstube wirklich praktischen und arbeitssparenden Hilfsmaschinen in allen Grössen und für jede Leistung gleich gut und brauchbar herzustellen. Der wirtschaftliche Betrieb einer Bäckereimaschine, sei es nun Sieb-, Knet-, Misch-, Teigteil-, Teigwerk- oder sonstige Maschine, ist gemäss dem Anschaffungspreis so kalkuliert, dass es an sich gleichgültig ist, ob es sich um eine grosse Maschine für einen Massenbetrieb handelt oder um eine ganz kleine Maschine derselben Art für die kleinste Backstube auf dem Lande. Das ist ja eben der grosse Vorteil für den mittleren und kleinen Backbetrieb, dass er für seine Backstube eine den jeweils vorliegenden Verhältnissen entsprechende Maschine erhalten kann, die in ihrer Leistungsfähigkeit und in der Kostenfrage dasselbe bedeutet, wie die Maschine für den Grossbetrieb der Gross- und Konsumbäckerei. Er kann also durch die rationelle Ausnutzung der Hilfsmittel der Bäckereitechnik seine Arbeit in genau derselben Weise verbilligen und seine Betriebsunkosten genau so herabsetzen wie der Grossbetrieb. Nun hatten wir aber ge-

sehen, dass die Grundlage der ganzen Konkurrenz der Grossbetriebe in eben dieser Herabsetzung der Betriebsunkosten lag; sind wir also in der Lage unsere Betriebsunkosten ebenfalls und in gleicher Weise herabzusetzen, so sind wir auch in vollem Masse den genannten Betrieben im Sinne ihrer Konkurrenz gewachsen.

Wir haben also tatsächlich die Möglichkeit, durch die Anwendung der mechanischen Hilfsmittel der Bäckertechnik aus unseren Betrieben einen angemessenen Unternehmervorteil herauszuwirtschaften, und dadurch können wir unsere wirtschaftliche Existenz unbedingt sicher stellen. Wir brauchen keine Konkurrenz mehr zu fürchten; denn wir haben die Gewissheit, dass die Grossbetriebe auch nicht billiger ihre Produkte herstellen können, und Geld fortwerfen, das wollen und können jene erst recht nicht.

Bedingung für diese Gesundung unserer wirtschaftlichen Verhältnisse ist allerdings, dass wir uns mit Ernst um die technischen Hilfsmittel der modernen Backstube kümmern und sie auch verwenden. Dem kleinen und mittleren Bäcker kann nur angeraten werden, dass er sich durch die Fachzeitschrift auf die besten und praktischsten dieser Hilfsmittel aufmerksam machen lässt, die dort beschrieben werden, dass er sich ferner an Hand der Preislisten über Kosten unterrichtet, sich durch die Firmen über die Leistung und Wirkungsweise aufklären lässt und solche Betriebe besucht, wo er die praktische Benutzung und die Wirkungsweise der Maschinen in Augenschein nehmen kann. Handelt der Meister so, dann wird er bald den Wert der modernen Hilfsmaschinen für den mittleren und kleinen Bäcker erkennen und sich den wirtschaftlichen Vorteil dieser Hilfsmittel zu eigen machen.

Freier Unterricht fuer Baecker

In der Schule No. 4, an Fulton Avenue und 173. Strasse (Bronx), New York, werden in Kürze Fortbildungsklassen für Bäcker veranstaltet, wo Unterricht im Backen, in Englisch und in Bürgerlehre gegeben wird.

Die Schulstunden sind von 3 bis 5 Uhr Nachmittags.

Fleischmann Baecker-K.-U.-B.

Am 26. Februar fand im Terrace Garden ein Ballfest unter den Auspizien des Fleischmann Bäcker-K.-U.-B. und der Drivers' Association statt, welches sich einer grossen Beteiligung erfreute.

Vereins Berichte

Im Wiener Prater

Alle Besucher des Wohltätigkeits-Bazars, welcher im Madison Square Garden, New York, kürzlich stattfand, strömten nach dem „Wiener Cafe“ im Prater. Das Geschäft blühte und die Erfolge übertrafen alle Erwartungen.

Die Firma Jaburg Bros. lieferte den Kaffee; Schokolade wurde auch in grossen Mengen gestiftet. Das Gebäck und sonstigen Proviant stiftete die Firma Fleischmann.

Der Damen-Verein der Oesterreichischen Gesellschaft hat sich grosses Lob erworben über den Riesenerfolg dieses Unternehmens.

Vereinigte Baeckermmeister, N. Y.

Die jährliche Generalversammlung fand am 8. März in der Männerchor-Halle statt. Nach Erledigung der laufenden Geschäfte und Unterbreitung der Jahresberichte wurden die Beamten für das laufende Geschäftsjahr gewählt.

Weiterführung des Arbeitsbureaus wurde demnächst besprochen und man entschloss sich, dasselbe beizubehalten.

Die Wohltätigkeits-Bazar-Angelegenheit kam sodann an die Reihe. Unter anderem berichtete das Bazar-Komitee seine Pläne über den Betrieb des Wiener Cafes.

Die Wahlresultate ergaben: Adam Metz, Präsident; Herm. Graf, 1. Vize-Präsident; John Pacanori, 2. Vize-Präsident; Chas. Fritz, Protokoll-Sekretär; Aug. Pfanstiel, Finanz-Sekretär; Peter Theobald, Schatzmeister; Max Strasser, Sergeant-at-arms.

Festgruss zum 30. Stiftungsfest des Baeckermmeister-Vereins St. Louis, Mo.

Der folgende Prolog von Herrn Geo. Voges wurde von Fräulein Else Hartmann bei Gelegenheit des 30. Stiftungsfestes des St. Louis Bäckermmeister-Vereins, welches am 2. Februar in Planters Hotel abgehalten wurde, vor einer grossen Versammlung mit viel Geschick vorgetragen:

Willkommen heut', ihr Freunde und Kollegen,
nach dreissigjähriger Arbeit seid gegrüsst!
Stolz leitete euch des Gewerbes Segen,
auf dass ihr freudig, wohlverdient geniesst
die Früchte jener Saaten, die einst streuten
so manche Brüder, die der Tod ereilt,
die sich mit euch der Arbeit einst erfreuten,
die zum Gemeinwohl jeder gern geteilt.
Nur wenige noch heut' auf Erden wallen,
die einst den Grundstein legten zu dem Bau,
und wie die stolzen Säulen alter Hallen
ragen empor noch zu des Himmels Blau.
während in ihrem Schatten neues Walten
der Zeitgeist für die Zukunft ausgestreut,
so einte sich der Nachwuchs mit den Alten,
durch junge Tatkraft wurd' der Bau erneut,
auf dass er durch Jahrhundert bestehe,
wie bei der Väter alter Meistergilde
das Bäckermmeisterbanner freudig wehe,
geschützt mit des Gewerbes reinem Schilde.
Was Gutes sie geschaffen, blickt zurücke
und lernt erkennen, es war wohl gemeint
zu des Gewerbes Wohl, zu eurem Glücke
hat Kollegialität euch froh vereint.
Welch' schöner Geist herrscht hier in eurer Mitte,
wie wohl berührt die brüderliche Art,
hier herrscht froh, nach echter Bäckersitte,
Lust, Freude, stolz mit dem Beruf gepart.
Wo diese freudig, treulich sich verbinden,
ein schönes Streben euch zum Ganzen eint,
da müssen sich Kollegen fröhlich finden
und bleiben eng geschlossen auch vereint.
Lässt allen Neid und alle Selbstsucht schwinden,
teilt euch Erfahrung gegenseitig mit,
zu Hilf' und Rat lasst stets bereit euch finden,
das ist des höchsten Zieles rechter Schritt.
Nur wenn in diesem Geiste ihr verbunden,
Könnet ihr sorglos in die Zukunft schau'n,
dann wird der schöne Bund nicht überwunden,
wird wachsen, blühen und sich aufwärts bau'n.
Wenn ich es heut' als euer Schutzgeist wage,
die besten Wünsche freudig darzubringen
zu eurem dreissigjährigen Stiftungstage,
mag es in eurer Herzen Tiefe dringen.
Es ist mein Stolz, von Herz zu Herz zu sprechen,
baut freudig fort an eurem schönen Werke,
und wenn dereinst vom Stamm die Aeste brechen,
bring' junges Reis die alte Kraft und Stärke.
Dann wird der Zeitgeist stolz den Namen graben
„Bäckermmeister-Vereins“ ins Buch der Zeit,
die Achtung des Gewerbes wird erhaben
dem kommenden Geschlechte stolz geweiht.
So blühe fort und lasst der Arbeit Segen
im Geist des Fortschritts euer Führer sein,
er leite euch auf allen euren Wegen,
schütz' des Gewerbes herrlichen Verein.

Braun's Correspondence Course For Bakers

My Personal Attention To Each Student, Backed Up By Forty Years Of Practical Experience And Scientific Study, Are The Main Factors Which Make This Course So Valuable To Every Baker

Bakery Owner in Minnesota Town Doubles His Business

Enclosed please find \$10.00 for the last payment of your Course with which I am well pleased. I sent for the chemical outfit you suggested and am making experiments right along which are very interesting. Since I followed your instructions and formulas, **my bread business has increased 100 per cent.**

Gluten Tests Alone Worth More Than The Price Of Course

Since we changed our bread formulas according to your instructions and methods, our bread sales have increased over 15 per cent per week, which is surprising at this time of the year.

LATER—Your illustrated instructions for testing and judging gluten are worth the price of the whole course. Please send me 50 extra gluten record sheets and binder, as I am going to keep the records on file.

Good Words From Superintendent Of Indiana Wholesale Bakery

Your lessons received and am well pleased with both chemical and practical instructions.

LATER—I enclose application and check for young man who is working for us and who takes our profession seriously, and is anxious to advance himself, and I know your instructions and advice will be of everlasting benefit to any baker, young or old.

Young Man In Charge Of Mixing Room (Pennsylvania)

I followed your instructions for French Sticks and Rolls and got fine results, and we are now supplying large hotels every day.

I sent you a report on the tests I made with our water according to your instructions in chemical lesson No. 5. The study of your lessons is a pleasure, because they are so interesting.

Young Baker In Small Kansas Town Offered Position In Laboratory Of Flour Mill

I am making better bread now than I have ever made, thanks to your Course for Bakers, for it has surely been a great benefit to me and **worth many times the price of the course.**

One of the mills wrote to me that they could give me a position in their laboratory, as I made some tests of their flour and they were well pleased with my report.

Young Chicago Baker Says "Course Is Wonderful"

As a student of your Course on Baking I feel grateful for your instructions and can say that I have been and am being benefited greatly. Am having better results with my doughs and have done away with guesswork.

I can truthfully say it is wonderful.

I thank you for the personal interest you are taking in me towards my advancement.

Will be pleased to furnish Names and Addresses of these Bakers, and many more, who will be glad to tell you what my course has done for them.

Write for Prospectus and Terms

Have Students now in 17 States and in Canada

Address EMIL BRAUN

Correspondence School for Bakers

DAYTON, OHIO

FLOUR

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Bakers are Invited to write to any of the above Concerns for Baking Samples and Prices.

Red Jacket

Patent Flour

Quality Guaranteed

We also manufacture all grades
of Rye Flour, both pure and
blended. : : : : :

New Ulm Roller Mill Co.

New Ulm, Minn.

BOBWAC

That's the Spring
Wheat Patent---It
is guaranteed to
please discriminat-
ing bakers who
want good flour.

Write or Wire

W. A. Coombs Milling Co.
Coldwater, Michigan

BIXOTA

BUSY
ARE
BAKERS
WHO
BAKE
THEIR
BREAD
AND
BUILD
THEIR
BUSINESS
WITH
BIXOTA
THE
BEST
FLOUR MILLED



RED WING MILLING COMPANY
RED WING MINN.

The Public's Verdict

On the quality of your bread is what determines your success and the extent of it.

You may make an ordinary quality of bread and enjoy an ordinary trade drawn from people who are easily satisfied.

Make a better loaf of bread and you get the trade of the particular and discriminating people who influence all others.

SEAL OF MINNESOTA

"The great flour of the great flour state"

Will make this better loaf for you and you can then get both classes of people and enjoy a larger and more profitable business.

It's simple, but many miss the point just the same.

Shall we discuss it by letter?

New Prague Flouring Mill Company

New Prague, Minnesota

Associate Member National Association of Master Bakers

Big Returns

EAGLE ROLLER MILL CO.
Reg. U.S. Pat. Off.

GOLD COIN
NEW ULM, MINNESOTA.
IN QUALITY WE TRUST

GOLD COIN FLOUR

GOLD COIN

The story of Gold Coin Flour is a story of *returns*; the telling values of its water-absorbing strength account for its customer-absorbing power. Big returns in quantity of bread to the barrel and in quality of nourishment in the loaf are the natural outcome of the great sanitary and scientific care in the milling of this flour.

EAGLE ROLLER MILL COMPANY, NEW ULM, MINNESOTA

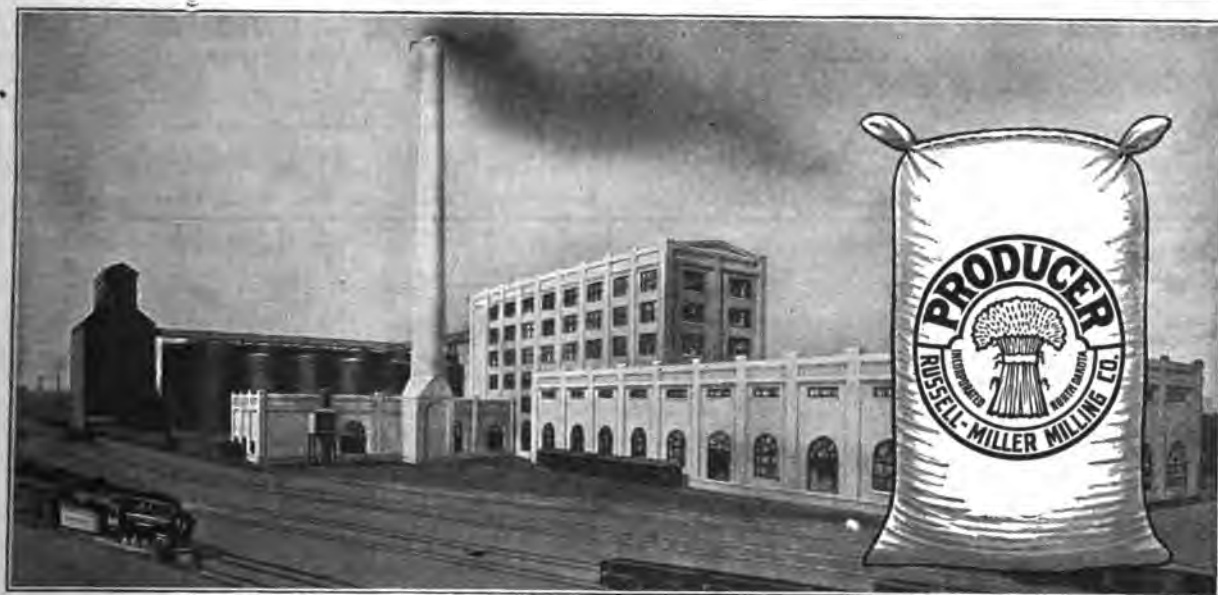
DAILY CAPACITY. Wheat Flour 5,000 Barrels

Rye and Corn Products 1000 Barrels

Elevator Capacity 2,600,000 Bushels

CABLE ADDRESS, "EAGLE," NEW ULM

Member National Association of Master Bakers



MINNEAPOLIS MILL - Modern, Sanitary, Perfect

PRODUCER FLOUR

PRODUCER is a highly glutinous hard wheat flour, milled especially for baker's use.

Its excellent strength and uniform working properties, the bread quality and yield, considered with the moderate price, give "Producer" Flour an unusual value.

It will pay you to prove these facts to your own satisfaction. Write for quotations.

RUSSELL-MILLER MILLING CO.

MINNEAPOLIS, MINN.

***Bake More Bread
For Less Money !
Sell More Bread
For More Money !***

The increase in *bread-yield* given bakers by "Osota" in many cases reduces loaf-cost so as to show a decided advance in the baking profits.

Further, the frequent *vast* improvement in *bread quality* RESULTS IN A GREATER SALE; consequently an excellent increase in the *volume* of the baker's business.

Wholesalers: Sell More Flour For More Money !

Even in cases where "Osota" costs more, bakers find loaf-cost lower because of "Osota" yields being up to 20 pounds per barrel greater !

Our Weekly Market Bulletin sent on request. Write for facts and baking samples.

The National Milling Company

The Strategic Millers

Toledo, Ohio

**A Corner Stone is Usually
Built to be Permanent**

The good reputation and high quality of Corner Stone Flour have been continuous since 1877, and, if the wishes of our customers are to be granted, will last forever. Corner Stone Flour will make a solid and strong foundation for your business. It is made of the best Minnesota and Dakota Hard Spring Wheat. Write for baking samples and prices---now.

*Knead the Sample
and you'll buy a Car*

La Grange Mills

Red Wing : : Minnesota

CORNER STONE FLOUR

White Satin Flour

used in baking gives that much desired texture; greatest customer satisfaction being the result. ¶ Made in the famous Cataract Mills of Minneapolis since 1871—almost half a century of flour satisfaction given to the better bakers—it's popularity is constantly increasing.

Why don't you get a sample of White Satin and test it in your shop under your own conditions? You will then see that you can bake better bread and the flour to use is White Satin.

May we send you a sample and prices?

BARBER MILLING CO.

Minneapolis, Minn.

**ALL HANDS
POINT TO
"THE QUALITY MARK"**

**Yield
Uniformity**

**Color
Strength**

For Bakers It's a Money Maker

**WELLS FLOUR
MILLING CO.,
WELLS, MINN.**

"Golden Loaf"

Send us a Trial Order

Never Again

will you use a cheap flour after you have baked once with

Golden Loaf

There's quality in every sack and it makes good every time. Let us prove it to you in your own shop under your own conditions.

Send for baking sample and prices

TODAY

**TENNANT & HOYT Co.
LAKE CITY, MINN.**

Think!



Specialise!

Get out of the rut of day-in, day-out baking of the same old goods you have always sold to the same old customers who have always bought—with the exception of those who have died, moved away or have transferred their trade elsewhere. Bake

Boston Brown Bread

There is not enough of it made. If you specialized on it you would have sold more—Customers like it, and would be willing to pay a good price for the real article. Bake it with

Bond's Boston Brown Bread Flour

For thirty years the standard Boston Brown Bread flour—made under the directions of its inventor all that time. Let us know the name of your supply house.

Start--Write--Now!

The Mayflower Mills
Fort Wayne, Ind.

Proprietor Bond Cereal Mills

Old Grist Mill FLOUR

of the
Entire Wheat

Makes the best loaf of
Health Bread

300 Premium Bread Wrappers with every
Barrel. The use of these Wrappers
will draw customers

TRY THEM

Begin at once to use and note the
increase in your trade

POTTER & WRIGHTINGTON

**BOSTON,
MASS.**

NEW YORK OFFICE
189 Franklin St.
Telephone Franklin 1818

Worth the Price

Wingold
PATENT Flour

is a money-maker for
the baker. Send for
baking samples and let
Wingold start you right.

BAY STATE MILLING CO.

MANUFACTURERS OF

HARD SPRING WHEAT & RYE FLOURS

DAILY CAPACITY 4000 BARRELS

WINONA, MINNESOTA.

"Wingold"
sold in New England
under the Brand
"Bay State"

GOLDEN PALACE FLOUR



Is made from hard Spring Wheat
and in such a manner that gives it
the strength to absorb enough water
to insure the baker of the greatest
number of loaves to the barrel.
This together with its uniformity
makes

Golden Palace Flour

A most desirable flour for the baker.

We also manufacture rye flour, Graham
and corn meal of highest quality and can
ship mixed cars to suit.

A postal will bring samples.

L. G. CAMPBELL MILLING CO.
OWATONNA, MINN.



**LARABEE'S
BEST
FLOUR**

"LARABEE'S BEST"

Is the "fastest-growing" flour made in Kansas. Larabee now has mills capable of turning out 3,500 barrels daily. It's because of the German process being used in Larabee's mills that we're growing so fast. We're turning out good flour.

Larabee's Best has the quality, it's always uniform, and the firm of Larabee stands back of the goods with its widely-known service. Perhaps some day a better flour than Larabee's Best will be made. If so, it will, in all probability, be made by Larabee.

Just try a car; we believe you will like it so well you will always use Larabee's Best.

May we hear from you, with request for baking sample and prices.

THE LARABEE FLOUR MILLS CO.
HUTCHINSON, KANSAS

F. D. LARABEE, President;
AUG. J. BULTE, Vice-President

COSTS CENTS—SAVES DOLLARS
DORCHESTER
PEARL MEAL

Keeps Your Bread Moist and Sweet. Made from White Southern Flint Corn. Cost a Little More Than Others and is Much Better. Tell Your Jobber You Want It.

W. L. SWEET & CO.
 PRODUCE EXCHANGE . . . N. Y CITY

All Users of
RYE FLOUR

Know that we make the **best** on the market. It's your loss if you have never tried it. Better get our samples and quotations.

THE BLODGETT MILLING CO.

JANESVILLE, WIS.
 Oldest and largest manufacturers in the United States.

SUNLIGHT

Quality Patent
"Shines above all others"

Unsurpassed as quantity and quality BREAD YIELDERS.
 If you are not acquainted with these flours ask for samples and prices today.

Mill remodeled.

EMPRESS

Queen of Patent Flours
FOR BAKERS USE

Under new management.

Increased capacity.

THE NATIONAL MILLING CO., Minneapolis, Minn.
W. W. REMINGTON, President and Manager

MARVEL FLOUR
 FAMED FOR ITS GOODNESS
LISTMAN MILL CO. LA CROSSE, WIS.

PHOENIX FLOUR

A STRONG SPRING WHEAT

GRANULAR FLOUR.

Just the Kind BAKERS Like



We have been established over
fifty years.

Write us for sample and prices.

PHOENIX MILL CO. - - - Minneapolis, Minn.

ISMERT-HINCKE MILLING CO.

KANSAS CITY, MO.

MILL AND SELL FLOUR THAT IS:

- Always uniform.
- Manufactured in one of the largest mills.
- Milled from the best wheat.
- Especially adapted for bakers' use.
- Absorbs more water.

THUNDERBOLT

IS THE BRAND

“THE twentieth century baker—and the successful baker—
know that the famous Turkey wheat flour of Kansas
not only gives yield and quality, but flavor as well.

“VELVET is one of the best Turkey wheat flours
produced.”

Write for sample and quotations.

· THE WALNUT CREEK
MILLING COMPANY

Great Bend

Kansas

COSTS CENTS—SAVES DOLLARS
DORCHESTER
PEARL MEAL

Keeps Your Bread Moist and Sweet. Made from White Southern Flint Corn. Cost a Little More Than Others and is Much Better. Tell Your Jobber You Want It.

W. L. SWEET & CO.
 PRODUCE EXCHANGE . . . N. Y. CITY

All Users of
RYE FLOUR

Know that we make the **best** on the market. It's your loss if you have never tried it. Better get our samples and quotations.

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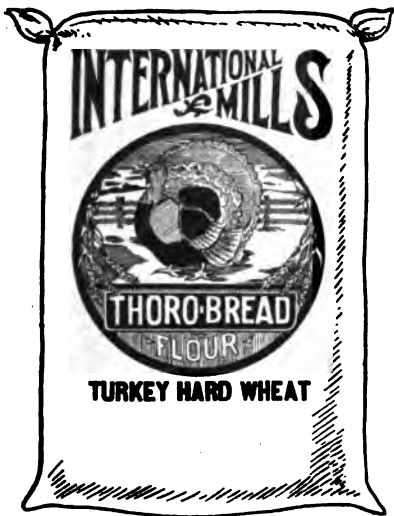
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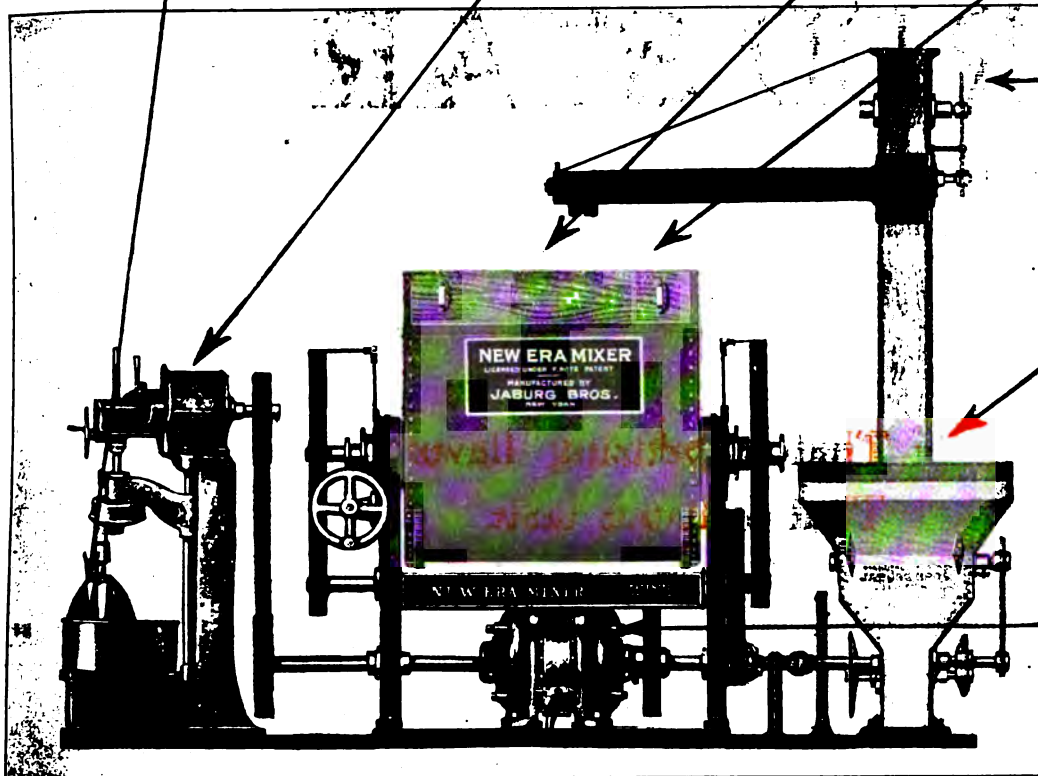
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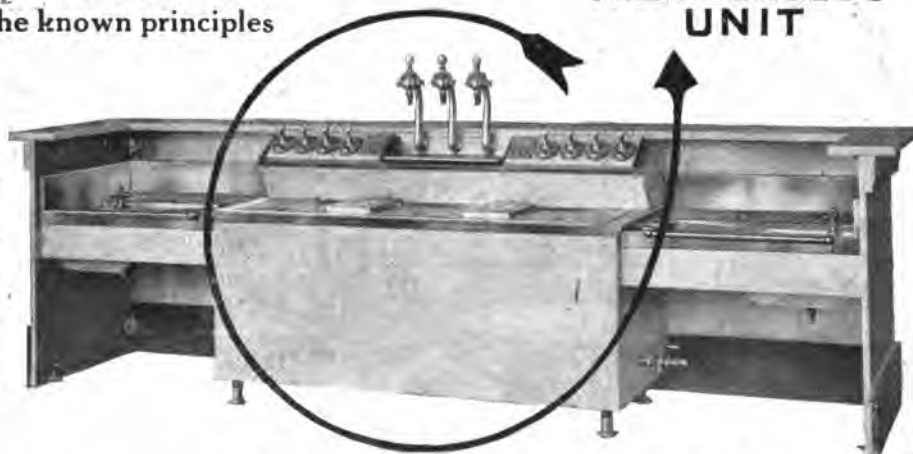
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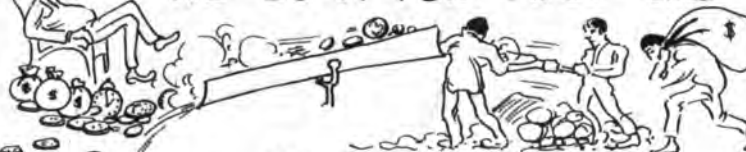

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SAVE
TIME

 HAVE YOU EVER FALLEN
OFF A LOG! HUH? WELL YOU KNOW HOW
EASY IT IS. YOU MIGHT JUST AS WELL
HAVE STAYED ON EH! OF COURSE!
OH SOMEBODY PUSHED YOU! WELL

 THAT'S DIFFERENT. YES SIR IT IS
JUST AS EASY TO SAVE TIME
AND MONEY AS IT IS TO FALL OFF
A LOG  YOU DON'T HAVE TO MOVE
WE DO IT FOR YOU! - WE

 DO IT FOR YOU!!! WE POUR THE SAVED
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THE SHEKELS PILE UP AND YOU GET FAT
AND CHESTY, AND -----!
WELL PEDRO.-WHO WINS! 

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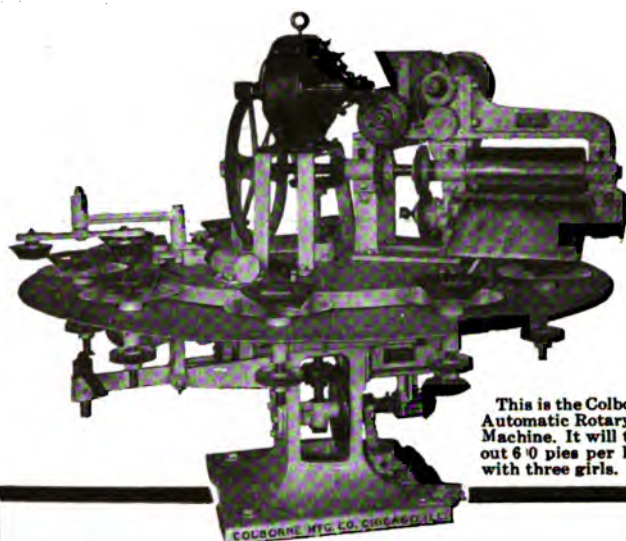
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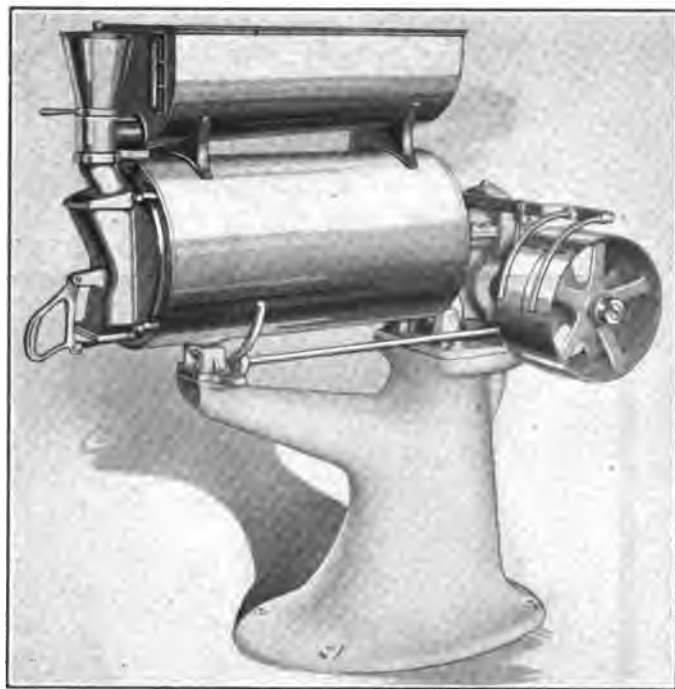
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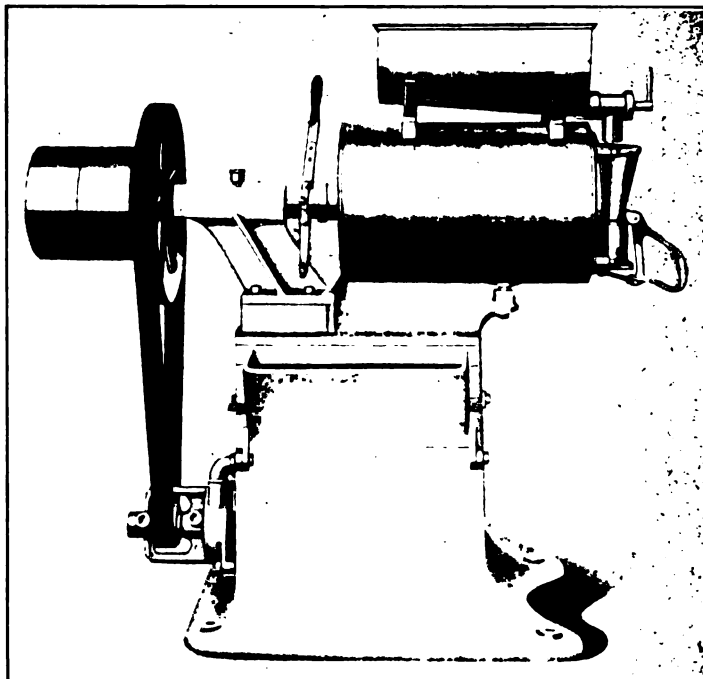
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**The Howard Wheat & Flour
Testing Laboratory**

Minneapolis,

Minnesota



Dead Shot to the Front

Will return money if not satisfactory. It's
Cockroach Time. Sold Everywhere for the
last 25 years. Every box guaranteed.

Golden, B. C., Canada.
Dear Sir:—The box of "Dead Shot" you sent me a short while past
did everything you claimed. I made two thorough applications and
within ten days you could not find a live roach. A friend of mine
requests me to get him a small quantity. Please send me two
pounds.
R. J. WILLIAMS, Mgr. the Columbia Hotel.

Mr. B. Howard Smith: As a roach killer, we take pleasure in recom-
mending Dead Shot as by far the best and, in fact, the only reliable
roach killer that has been on the market.

PERRY NICHOLS,
of Nichols Sanitarium, Hot Springs, S. Dak.



Put up in two and four pound boxes. Cost 50c. a pound
worth \$20.00 a pound. Send for illustrated booklet.

B. Howard Smith, President
Kansas City, Mo. Consumers Bread Co.

Or to

Jaburg Bros., 1-3 Worth St., New York
J. Middleby, Jr., Inc., 687 Summer St., Boston.
Ad. Sidel & Sons, 1245 Garfield Ave., Chicago.
Grandall-Potter, Beach and Hudson Sts., New York.
Beestre & Co., Indianapolis and Louisville.
Chas. Denny, Bakers' Supplies, New Orleans, and
614 Austin Ave., Chicago, Ill.
S. Burger, 1215 Toga St., Philadelphia, Pa.
Bakers' & Confectioners' Sales Bureau, 228 W. 4th St.,
Los Angeles, Calif.
Omaha Bakers Supply Co. Omaha Neb.

Wahl Efficiency Institute for Baking INSTITUTE OF BAKING TECHNOLOGY

Courses in BAKING, Milling, Pure Yeast Culture,
Technical Control of Baking Operations,
Baking Engineering

After satisfactory completion of this course a degree of master
baker is given.

Only those students with at least two years of practical experi-
ence will be recommended to master baker positions.

Institute for Technical Control of Baking Operations

Laboratories: Chemical, Biological, Microscopical, Physical,
Technical, Testing, for the examination of all materials and
products.

Consultation Bureau: Reports issued on any technical question
concerning technical baking operations. This department has
in its files all the information concerning bread manufacturing
that it was possible to obtain in all the countries of Europe and
America.

Efficiency Inspection: In case of serious technical difficulty,
such as a constantly faulty product, the services of the Inspec-
tion Department may be called upon to furnish baking experts
to determine the cause, when not evident from laboratory ex-
aminations.

Baking Research Institute

This Institute labors for the advancement of baking and offers the
baking industry the Wahl Process consisting of a natural method
to prevent the staling of bread. Pure Non-cluster culture yeast
especially adaptable for bread making. Lactic ferment process to
prevent all bread diseases and to shorten the time of fermentation.

Our Scientist will work to solve any technical problem in the
baking industry.

Write for Catalogue

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Office: 327 South La Salle St.

CHICAGO

The Cost of Home Made Bread

keeps pace with that of the commercial baker when flour
prices are high. Let us help YOU win out by more econom-
ical buying. Low priced flour is only one point in profit-
able bread making. We can show you how to save on flour,
sugar and other ingredients.

In our school of baking we teach flour from A to Z, but we
do not stop there. Flour alone does not make bread. We
teach about yeast, sugars, shortening agents, milk, mak ex-
tracts, water, warmth and the purpose each serves in bread.

Take a few minutes' time NOW and write us for
particulars.

The Columbus Laboratories 31 North State St., Chicago

Summer Course for Millers and Bakers

During May, June, July and August a special summer course will be
offered particularly suitable for those who have never had any technical
training and who can afford the time during the summer.

To chemists this special summer course will offer a splendid opportu-
nity to review past study and to become familiar with the most modern
methods and equipment.

Large millers and bakers will make a judicious investment in sending
their deserving chemists and promising employees to be trained to do
"Bigger Things" with greater success and economy.

A \$200 investment in our special three months' course or even in a
course of a shorter period will increase your ability and earning power
by more than 10%.

INVESTIGATE this opportunity immediately and prepare yourself
for a place at the "top."

Operative Miller and Baker Laboratories,

727 B. S. Wood St., Chicago, Ill.

Kindly furnish me with all available information relative to your
..... months, or weeks special summer course.

Name..... Address.....

Classified Advertisements

Advertisements under this head 3 cents a word.

No advertisement accepted for less than 50 cents

Bakers Review reserves the right to open all letters addressed in its care and agrees to forward only legitimate answers to advertisements in this department.

HELP WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

SALESMAN.—To handle the very best line of machinery and equipment now offered to the baker, either on a commission basis or otherwise. Address C. L., care BAKERS REVIEW, Woolworth Bldg., New York. L9

WANTED.—Salesman to carry side-line for bakers on commission basis. Address Von Hohenward, care BAKERS REVIEW, Woolworth Bldg., New York. L9

SITUATIONS WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

POSITION WANTED. — Manager with 15 years' experience in bakery business, bread and cakes, 4 years as manager with larger concern. Sober and reliable. Would prefer Southern or Western State. Address W. R., care BAKERS REVIEW, 1642 Woolworth Bldg., N. Y. M7

POSITION WANTED. — Foreman, first class, wants position with reliable firm. Large up-to-date bakery preferred with modern machinery. Am strictly sober and reliable, in position at present. Address Svend Sorenson, New York Ave., Second 5th Str., Jamaica, L. I., N. Y. M8

SITUATION WANTED — Superintendent—Position with reliable firm. Ten years experience in large and small bakeries. Good executive ability to manage men. Address M. G., care of BAKERS REVIEW, Woolworth Bldg., New York, N. Y. M1

BAKERIES FOR SALE OR RENT

FOR SALE.—Only bakery in college town of 5,000 people. Doing business of about \$1200.00 a month. Owner desires outside employment, and will sell stock and equipment for \$2600. Address The Russell Real Estate Co., Ogdensburg, N. Y. M2

FOR SALE.—or will sell working interest in one of the most modern and best equipped bakeries in South Carolina. A growing concern doing a large business extending over three States. Also good retail business in growing city of 44,000 population. Only one other bakery in city. Just moved in new plant located in heart of business district. Building 60 x 127, two-story brick. Equipped with most modern automatic machinery and two new patent ovens. Reason for selling, owner must retire from active management on account of failing health. If interested, address "Opportunity," care BAKERS REVIEW, 1642 Woolworth Bldg., New York, N. Y. M4

FOR SALE.—Up-to-date bakery, completely equipped. Good location in residential section. Entrance from two streets, lot 50 x 170. Must be sold at once. Inquire Attorney Daniel S. Flinn, 119 State St., Albany, N. Y. M10

EXCEPTIONAL OPPORTUNITY.—For rent a fully equipped bakery with a fifty thousand yearly business thrown in; equipment at cost and stock at inventory. Lock Box 934, Buffalo, N. Y. M11

FOR SALE.—Bakery, doing fine business, located in the heart of the business district of Bremerton, Washington, P. S. Navy Yard. Reason for selling is to retire. Lunch and ice cream parlor will be disconnected if so desired. Splendid opportunity for the right man. May be had at the price of the fixtures. (ACT QUICK). P. O. Box 338, Bremerton, Wash. M9

FOR SALE.—Well equipped wholesale and retail bakery in Iowa, city of 30,000, doing good business, has A. No. 1 Patent oven, good mixer and moulder; strictly up-to-date in all particulars. Address F. Z., care of BAKERS REVIEW, 1642 Woolworth Bldg., New York, N. Y. M12

BAKERY WANTED

WANTED INFORMATION regarding good bakery for sale. R. G. List, Minneapolis, Minn. M6

MACHINERY, Etc., FOR SALE

NO REASONABLE OFFER refused, about fifty different styles beaters and mixing machines for cake work, all good for certain classes of work; twelve good second-hand dough mixers, both single and double arm; brakes and other bakers' machinery. When writing state your preference of make. Read Machinery Company, York, Pa.

FOR SALE.—A Roberts Portable Oven double deck, No. 80, capacity 250. Cheap. Address Model Bakery, 225 Chestnut St., Morgantown, W. Va. M3

FOR SALE

Closing out our entire stock, we offer for immediate acceptance

NEW MACHINERY

- 2 Champion Moulders,
- 2 Champion Box Cake Machines No. 1½, including dies,
- 1 Union Wrapping Mach. Co.'s Comb. Rounder—with single phase, 60 cycle motor,
- 1 30 part Glaser (Bench) Roll Divider,
- 1 Paragon Spraying Machine,
- 1½ hp. single phase, 60 cycle motor,
- 1 Miller Sealing Machine.

SECOND HAND MACHINERY

- 1 3-pocket Champion Divider with separating device,
- 1 2-bbl. Champion Mixer, belt driven,
- 1 1-bbl. Superior Mixer, double arm,
- 1 5 hp., d.c., 500 volt motor,
- 1 Streeter Bread Slicer,
- 1 4-speed Peerless Cake Mixer,
- 1 Sturma Egg Beater,
- 1 Carroll Sealer,
- 1 No. 3 Middleby Oven
- 1 Union Wrapping Machine, 110 volts,
- 1 1-bbl. Day Mixer, belt drive,
- 1 3-bbl. Westerman Mixer, belt drive,
- 1 4 hp. Vertical Boiler,
- 1 4 hp. Steam Engine.

Any reasonable offer accepted. Write to-day. The E. A. Saenger Company, Buffalo, N. Y. M5

PHILADELPHIA DOUGH DIVIDER EXCHANGE

FOR SALE.—Used Machinery. Dough Dividers, many makes; sizes to suit your shop and capacity. One to six pocket.

—ALSO—

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|--------------------|-----------------|
| Portable Ovens | Dough Mixers |
| Complete Ice Cream | Flour Sifters |
| Outfits | Clipper Beaters |
| Shipping Baskets | Cake Mixers |
| Racks | Dough Brakes |
| Pans | Ice Crushers |
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| Pony Mixers | Cans |
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| Thomson Moulders | Electric Motors |
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Everything for the baker. Two carloads used machinery for sale. Very low price. Write to-day.

PHILADELPHIA DOUGH DIVIDER EXCHANGE

Bourse Building, Philadelphia, Pa. L14

FOR SALE.—A BARGAIN DOUGH DIVIDER—110 volt, alternating current. For sale by Carl Rindt, The Seelbach, Louisville, Ky. K5

MISCELLANEOUS

BEST CASH PRICE paid for 140-lb. Bute flour bags, and cotton flour bags. William Ross & Co., 411 North Peoria St., Chicago, Ill.

WANTED.—The address of all bakers who can use HONEY DUE HONEY at 5 cents per pound, two sixty-pound cans to case, discount in car lots. H. G. Quirin, Bellevue, Ohio. J7

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Roloco Works Wonders

(Patent Applied For.)

It is the greatest of all dough batch ingredients—insuring uniform fermentation.

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Roloco will replace sugar, and every other sugary compound and malt extract, in any bread dough, pound for pound—and COSTS NO MORE.

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Roloco in addition to doing everything that sugar, and every other sugary compound and malt extract can do in the dough, enables the baker to produce a larger loaf from a given amount of dough, or the same volume with less dough

ROLOCO

ROLOCO

Roloco keeps the bread moist longer than when sugar, sugary compounds or malt extracts are used.

ROLOCO

ROLOCO

Roloco improves the gluten quality of all flours, and makes possible the use of flours which would not otherwise make salable bread when sugar, sugary compounds or malt extracts are used.

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Roloco cuts down the amount of yeast necessary.

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ROLOCO

These are not theories; but facts demonstrated in the daily use of ROLOCO by thousands of the biggest bakers.

ROLOCO

Order a five-gallon tin, and test it for yourself.

ROLOCO

The Corby Company

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Station K

Washington, D. C.

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We Back Our Delivery Service With an Insured Guarantee.

To make assurance doubly sure; and your protection doubly strong, we issue this indemnifying policy with every Corby Yeast contract.



You don't have to worry, either about the delivery of Corby Yeast; or the quality of it. There is no service like the Corby Service—direct, certain, satisfactory.

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Station K

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TECHNOLOGY

Three Months' Course

In Baking, Milling, Pure Yeast Culture, Technical
Control of Baking Operations, Baking
Engineering, New Wahl Processes

WILL BE GIVEN BY THE

WAHL EFFICIENCY INSTITUTE

OF

BAKING TECHNOLOGY

Commencing April 10th, 1916

What Our Students Say:

- "An hour spent at the Institute is worth a week in the shop."
"One point I learned is worth my whole tuition. Competition is comparatively easy now."
"The investment for my education at the Institute has already paid me several hundred per cent. profit."

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A Catalog containing
Complete Information
will be cheerfully
given
upon request

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1135 Fullerton Ave.
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YOUR CUSTOMER'S VIEW— —AND YOUR OWN



The "Woodlawn"

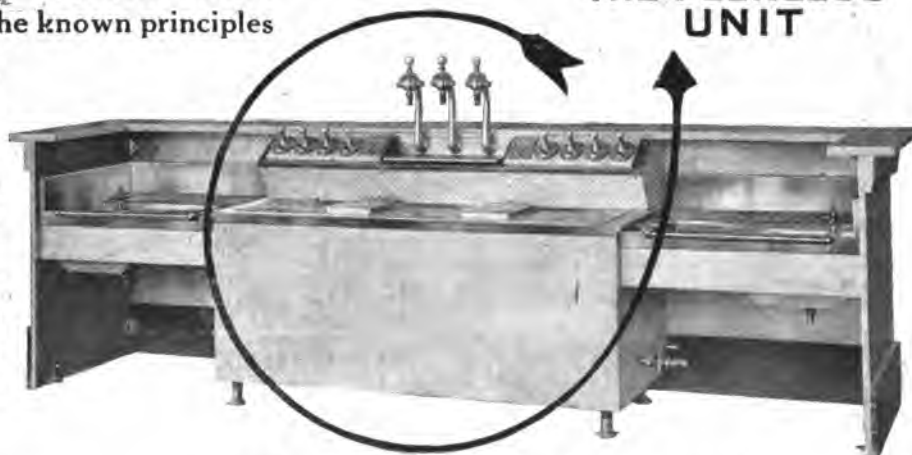
White Italian Marble Counter has exclusive "Liquid" design pilasters and frieze, made all in one piece. This is the side the customer sees, and is ample evidence of the superiority of "Liquid" marble construction.

The "Liquid" Peerless Unit

is the part of the fountain that interests the proprietor. With it the experienced owner knows that he has an apparatus which embodies all the known principles of efficiency in soda fountain construction, and that he has a unit which eliminates all loss of space, and loss of refrigeration.

is the part of the fountain that interests the proprietor. With it the experienced owner knows

THE PEERLESS UNIT



The "Liquid 20"

A new automatic electric carbonator with every "Liquid" improvement for producing perfectly carbonated water, economically.

Capacity 20 Gal. per hour.

The "Liquid" Carbonic Company
CHICAGO New York Boston
Memphis Pittsburgh Cincinnati Milwaukee Minneapolis
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TEAR OFF AND MAIL TO THE NEAREST "LIQUID" BRANCH

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| <input type="checkbox"/> Please send Soda Fountain Portfolio. | <input type="checkbox"/> Send price and description of your "Liquid 20" Carbonator. | <input type="checkbox"/> Quote us on Carbonic Acid Gas. |
| <input type="checkbox"/> We may have room for a fountain.....ft. long. | <input type="checkbox"/> Send 1916 supply catalog. | Name |
| <input type="checkbox"/> Quote us on.....ft. complete outfit, for immediate delivery. | <input type="checkbox"/> Give particulars of new reduced prices on fruits and syrups. | Address |



FIVE MINUTE TALKS WITH WIDE-AWAKE BAKERS

CANS
CARTONS
CHOCOLATE
COCOANUT
COCOA BUTTER
COCOA POWDER
COOKING OIL
CREAM TARTAR
CURRANTS
EGGS
FIGS
GELATINE
GLUCOSE
HONEY
LABELS

LEMON OIL
MALT EXTRACT
MILK
MOLASSES
PANS
PAPER
PEANUTS
RAISINS
SODA
SPICES
SUGAR
TARTARIC ACID
VANILLIN
WALNUTS

 HAVE YOU EVER FALLEN
OFF A LOG! HUH? WELL YOU KNOW HOW
EASY IT IS. YOU MIGHT JUST AS WELL
HAVE STAYED ON EH! OF COURSE!
OH SOMEBODY PUSHED YOU! WELL

 THAT'S DIFFERENT. YES SIR IT IS
JUST AS EASY TO SAVE TIME
AND MONEY AS IT IS TO FALL OFF
A LOG  YOU DON'T HAVE TO MOVE
WE DO IT FOR YOU! - WE

 DO IT FOR YOU!!! WE POUR THE SAVED
TIME AND MONEY INTO YOUR "TILL" AND
THE SHEKELS PILE UP AND YOU GET FAT
AND CHESTY, AND -----!
WELL PEDRO, WHO WINS! 

In the purchase of supplies of every description.

Our reputation for fair dealing and superior purchasing power has won for us the exclusive patronage of many of the largest bread and biscuit bakers in the U. S. It makes no difference what supplies you want, we can save you something on your purchase.

WRITE TO-DAY TO

THE BAKERS' & CONFECTIONERS' CO.

INCORPORATED

PURCHASING DEPARTMENT

E. A. KELLOGG, Manager

17 BATTERY PLACE

NEW YORK

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CHARLES HIRSCHMANN

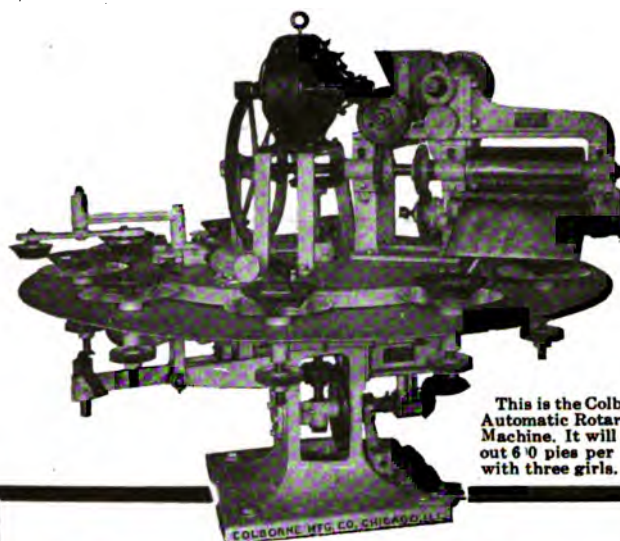
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167 Bowery - - - NEW YORK, N. Y.

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MANUFACTURERS
BAKERS' CHECKS
METAL CHECKS of all kinds
BADGES

264 to 272 W. Randolph St.
One block West of C. & N.W. Passenger Station.

CHICAGO



This is the Colborne Automatic Rotary Pie Machine. It will turn out 60 pies per hour with three girls.

Colborne Pie Machines Cut Labor Costs—

Three girls employed at a monthly wage of \$20 each will make 600 pies per hour on a Colborne Rotary Pie Machine.

Six girls, with their low-wage cost, will turn out 1,200 to 1,800 pies per hour on the Colborne Automatic Pie Machine.

Even if skilled hand-bakers at \$18 per week each could make as many pies as the girls on the machine, which, of course, they cannot do, there would be saving in wages of \$39 per week in the first case and \$78 in the second.

But there are no three hand-bakers that can make 600 pies per hour nor any six that can make 1,800.

These Bakers Prove These Statements:

If there is any doubt in your mind about the accuracy of these statements, read what these bakers say about the matter:

Roberts Pie Co., Dallas, Texas: "Our Colborne machines paid for themselves in six months by the labor and wages they saved."

Morehouse Baking Co., Lawrence, Mass.: "Unskilled girls do more work at a great saving in labor and wages."

The Lonsdale Bakery Co., Saylesville, R. I.: "We have saved 16 per cent in our costs."

J. Burns, Omaha, Neb.: "My Colborne machines save me at least 15 per cent in labor."

Colborne Pie Machines Will Cut Labor Costs for ANY Baker There is no baker who is making pies that cannot save money in labor, dough, dusting flour and time by using Colborne Pie Machinery, and every Colborne machine is sold on that guarantee.

Get this Book— "Making Money Out of Pies"

We have a most interesting little book for free distribution among bakers. It will put any baker on the road to profit who reads it, and is full of facts and figures about pie-making. The coupon to the right or a post card will bring it.

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Send us a FREE copy of your new booklet, "Making Money Out of Pies." This does not obligate us.

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MIRROR PRINTING COMPANY
KALAMAZOO, MICH. CAKE BOX LABELS

Successful Bakers Use Them
They Bring and Keep
Business

2c per 1000

We have them in all styles
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BREAD
14 OUNCES
WAGNERS**

WINKLER-GRIMM

Bakery Wagons

COST LESS

Because

They are Built to Last LONGER

Write for Catalogue 32-E on
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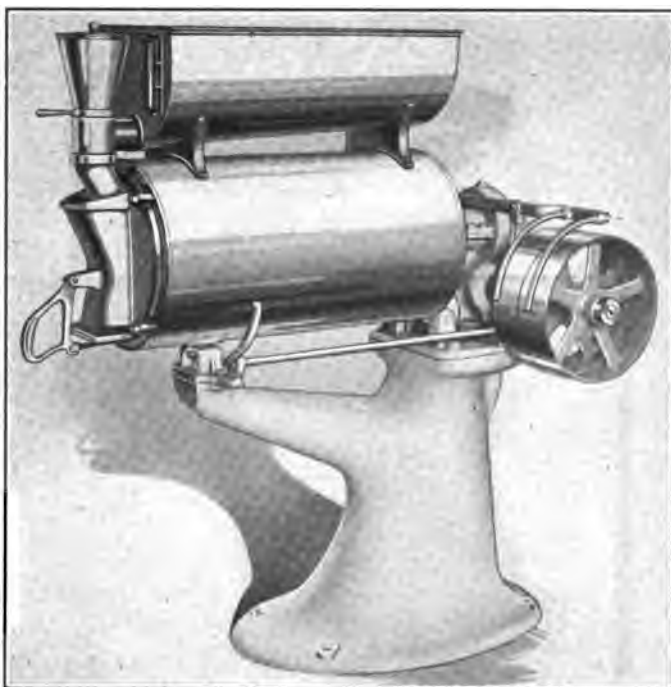
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Formerly Winkler Bros. Mfg. Co.

2300 Linden Ave.

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ICE CREAM IS A BIG MONEY MAKER DURING THE SUMMER MONTHS



THE TYSON

*Model "C" Horizontal 40 Quart Brine Ice
Cream Freezer, Belt Drive, with
Fruit Hopper*

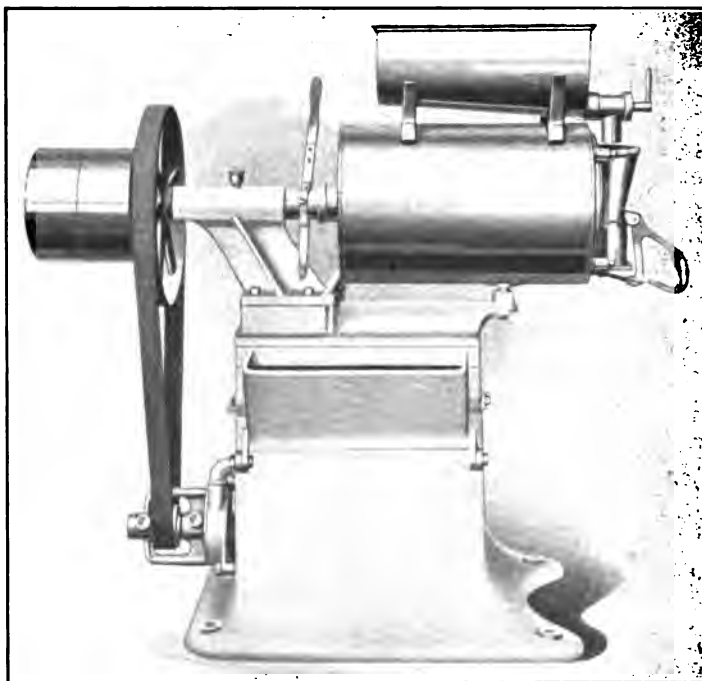
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ARE YOU EQUIPPED
TO GET YOUR SHARE
OF THIS BUSINESS?

If not, get in touch with
us and we will show you
how to make a big profit
on a small investment dur-
ing the summer months—
when the regular Bakery
Line is rather slow.

OUR PRODUCTS

Tyson and Miller-Tyson Brine
Ice Cream Freezers, Mixers,
Tyson Pumps and Brine Pro-
ducers



THE TYSON JUNIOR

*20 Quart Horizontal Brine Ice Cream Freezer, Belt Drive.
This cut shows Pump, Brine Box and Freezer
in one unit—PATENTED*

THE MILLER PASTEURIZING MACHINE CO.

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Wanted:

Specialty to Manufacture

A machine shop capable of employing 700 men and equipped with large power plant, electric lighting and electric power, compressed air, electric traveling cranes, and ample machine tool equipment, wishes to take up the manufacture of some specialty, other than munitions, in large quantities. Has a large, modern iron foundry.

Is now engaged in the manufacture of high grade machine tools, and works exclusively to close limits. Not interested in a contract for small parts of any kind, excepting as a part of a large assembly.

The equipment comprises lathes from 16" to 48" swing, various types and sizes of turret lathes, planers from 30" x 10' to 60" x 40', radial drills, upright drills, including extra heavy modern type, various sizes and types of milling machines, gear cutters, hobbers, key-way cutters, automatics.

No objection to adding to the equipment as may seem profitable. Has ample capital to handle a large contract.

Address all correspondence to

**H. M. Manss, c/o J. Walter Thompson Co.
44-60 East 23d Street New York City**

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Tell at a glance the
Qualities of Flour
for Baking purposes

*The Howard Practical Tests
are now Imitated, but are
Unattainable Elsewhere.*

We have tested flour for 29
years.

Does experience mean any-
thing?

*Write for descriptive price list of our
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R. J. WILLIAMS, Mgr. the Columbia Hotel.

Mr. B. Howard Smith: As a roach killer, we take pleasure in recom-
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President
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Or to

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especially adaptable for bread making. Lactic ferment process to
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Our Scientist will work to solve any technical problem in the
baking industry.

Write for Catalogue

WAHL EFFICIENCY INSTITUTE
Office: 327 South La Salle St. CHICAGO

The Cost of Home Made Bread

keeps pace with that of the commercial baker when flour
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In our school of baking we teach flour from A to Z, but we
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Bakers Review reserves the right to open all letters addressed in its care and agrees to forward only legitimate answers to advertisements in this department.

HELP WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

SALESMAN.—To handle the very best line of machinery and equipment now offered to the baker, either on a commission basis or otherwise. Address C. L., care BAKERS REVIEW, Woolworth Bldg., New York. J10

WANTED.—Salesman to carry side-line for bakers on commission basis. Address Von Hohenward, care BAKERS REVIEW, Woolworth Bldg., New York. L9

SITUATIONS WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

POSITION WANTED. — Manager with 15 years' experience in bakery business, bread and cakes, 4 years as manager with larger concern. Sober and reliable. Would prefer Southern or Western State. Address W. R., care BAKERS REVIEW, 1642 Woolworth Bldg., N. Y. M7

POSITION WANTED. — Foreman, first class, wants position with reliable firm. Large up-to-date bakery preferred with modern machinery. Am strictly sober and reliable, in position at present. Address Svend Sorenson, New York Ave., Second 5th Str., Jamaica, L. I., N. Y. M8

SITUATION WANTED — Superintendent—Position with reliable firm. Ten years experience in large and small bakeries. Good executive ability to manage men. Address M. G., care of BAKERS REVIEW, Woolworth Bldg., New York, N. Y. M1

BAKERIES FOR SALE OR RENT

FOR SALE.—Only bakery in college town of 5,000 people. Doing business of about \$1200.00 a month. Owner desires outside employment, and will sell stock and equipment for \$2600. Address The Russell Real Estate Co., Ogdensburg, N. Y. M2

FOR SALE.—or will sell working interest in one of the most modern and best equipped bakeries in South Carolina. A growing concern doing a large business extending over three States. Also good retail business in growing city of 44,000 population. Only one other bakery in city. Just moved in new plant located in heart of business district. Building 60 x 127, two-story brick. Equipped with most modern automatic machinery and two new patent ovens. Reason for selling, owner must retire from active management on account of failing health. If interested, address "Opportunity," care BAKERS REVIEW, 1642 Woolworth Bldg., New York, N. Y. M4

FOR SALE.—Up-to-date bakery, completely equipped. Good location in residential section. Entrance from two streets, lot 50 x 170. Must be sold at once. Inquire Attorney Daniel S. Flinn, 119 State St., Albany, N. Y. M10

EXCEPTIONAL OPPORTUNITY.—For rent a fully equipped bakery with a fifty thousand yearly business thrown in; equipment at cost and stock at inventory. Lock Box 934, Buffalo, N. Y. M11

FOR SALE.—Bakery, doing fine business, located in the heart of the business district of Bremerton, Washington, P. S. Navy Yard. Reason for selling is to retire. Lunch and ice cream parlor will be disconnected if so desired. Splendid opportunity for the right man. May be had at the price of the fixtures. (ACT QUICK). P. O. Box 338, Bremerton, Wash. M0

FOR SALE.—Well equipped wholesale and retail bakery in Iowa, city of 30,000, doing good business, has A. No. 1 Patent oven, good mixer and moulder; strictly up-to-date in all particulars. Address F. Z., care of BAKERS REVIEW, 1642 Woolworth Bldg., New York, N. Y. M12

BAKERY WANTED

WANTED INFORMATION regarding good bakery for sale. R. G. List, Minneapolis, Minn. M6

MACHINERY, Etc., FOR SALE

NO REASONABLE OFFER refused, about fifty different styles beaters and mixing machines for cake work, all good for certain classes of work; twelve good second-hand dough mixers, both single and double arm; brakes and other bakers' machinery. When writing state your preference of make. Read Machinery Company, York, Pa.

FOR SALE.—A Roberts Portable Oven double deck, No. 80, capacity 250. Cheap. Address Model Bakery, 225 Chestnut St., Morgantown, W. Va. M3

FOR SALE

Closing out our entire stock, we offer for immediate acceptance

NEW MACHINERY

- 2 Champion Moulders,
- 2 Champion Box Cake Machines No. 1½, including dies,
- 1 Union Wrapping Mach. Co.'s Comb. Rounder—with single phase, 60 cycle motor,
- 1 30 part Glaser (Bench) Roll Divider,
- 1 Paragon Spraying Machine,
- 1½ hp. single phase, 60 cycle motor,
- 1 Miller Sealing Machine.

SECOND HAND MACHINERY

- 1 3-pocket Champion Divider with separating device,
- 1 2-bbl. Champion Mixer, belt driven,
- 1 1-bbl. Superior Mixer, double arm,
- 1 5 hp., d.c., 500 volt motor,
- 1 Streeter Bread Slicer,
- 1 4-speed Peerless Cake Mixer,
- 1 Sturma Egg Beater,
- 1 Carroll Sealer,
- 1 No. 3 Middleby Oven
- 1 Union Wrapping Machine, 110 volts,
- 1 1-bbl. Day Mixer, belt drive,
- 1 3-bbl. Westernmain Mixer, belt drive,
- 1 4 hp. Vertical Boiler,
- 1 4 hp. Steam Engine.

Any reasonable offer accepted. Write to-day. The E. A. Saenger Company, Buffalo, N. Y. M5

PHILADELPHIA DOUGH DIVIDER EXCHANGE

FOR SALE.—Used Machinery. Dough Dividers, many makes; sizes to suit your shop and capacity. One to six pocket.

—ALSO—

- | | |
|--------------------|-----------------|
| Portable Ovens | Dough Mixers |
| Complete Ice Cream | Flour Sifters |
| Outfits | Clipper Beaters |
| Shipping Baskets | Cake Mixers |
| Racks | Dough Brakes |
| Pans | Ice Crushers |
| Troughs | Freezers |
| Pony Mixers | Cans |
| Roll Dividers | Tubs, etc. |
| Thomson Moulders | Electric Motors |
| | Gas Engines |

Everything for the baker. Two carloads used machinery for sale. Very low price. Write to-day.

PHILADELPHIA DOUGH DIVIDER EXCHANGE

Bourse Building, Philadelphia, Pa. L14

FOR SALE.—A BARGAIN DOUGH DIVIDER—110 volt, alternating current. For sale by Carl Rindt, The Seelbach, Louisville, Ky. K5

MISCELLANEOUS

BEST CASH PRICE paid for 140-lb. Bute flour bags, and cotton flour bags. William Ross & Co., 411 North Peoria St., Chicago, Ill.

WANTED.—The address of all bakers who can use HONEY DUE HONEY at 5 cents per pound, two sixty-pound cans to case, discount in car lots. H. G. Quirin, Bellevue, Ohio. J7

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For page numbers of advertisers see "Index to Advertisements" on last page.

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Schulze Adv. Service, Chicago, Ill.

ALMOND PASTE, ETC.

Heide, Henry, New York.

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Cooley Co., C. D., Pittsburgh, Pa.

Also at Supply Houses.

ARGO SUGAR

Corn Products Ref. Co., New York, N. Y.

BAKERS' CHECKS

Willcox Mfg. Co., W. W., Chicago, Ill.

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Lynn-Superior Co., Cincinnati, O.
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Thomson Machine Co., Belleville, N. J.
Werner & Pfleiderer Co., Saginaw, Mich.

See also Machinery and Tools.

BOWLS

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Harton, Pembroke D., Philadelphia, Pa.
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Rockwell, L. A. Co., Brooklyn, N. Y.
Werner & Pfleiderer Co., Saginaw, Mich.

See also Machinery and Tools.

BREAD CRUMBING MACHINE

Day, J. H. Co., Cincinnati, O.
Werner & Pfleiderer Co., Saginaw, Mich.

BREAD LABELS

Blackburn, Geo. L., Detroit, Mich.
Mirror Printing Co., Kalamazoo, Mich.
National Binding Mac. Co., New York, N. Y.

BREAD SUGAR

Corn Products Refining Co., New York.

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Mirror Printing Co., Kalamazoo, Mich.
Newark Paraffine Parchment & Paper Co., New York, N. Y.
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Read Machinery Co., York, Pa.
Thomson Machine Co., Belleville, N. J.
Werner & Pfleiderer Co., Saginaw, Mich.

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Mang, The Aug. Co., Baltimore, Md.
Mills, Thos. & Bro., Philadelphia, Pa.

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Shoaf Cutter Co., Indianapolis, Ind.

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Thomson Machine Co., Belleville, N. J.
Triumph Mfg. Co., Cincinnati, O.
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Dry Milk Co., New York.
Jaburg Brothers, New York.
Layton Co., The John, New York.
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Also at Supply Houses.

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Goebel & Diezner, Chicago.

Jaburg Brothers, New York.

Also see Show Cases and Supply Houses.

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Brown Bread Flour

Mayflower Mills Co., Fort Wayne, Ind.

Corn Meal, Hominy, Etc.

Sweet, W. L. Co., New York.

Rye Flour

Bay State Milling Co., Winona, Minn.

Blodgett Milling Co., Janesville, Wis.

Sweet, W. L. & Co., New York.

Stern & Son, B., Milwaukee, Wis.

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Barber Milling Co., Minneapolis, Minn.

Bay State Milling Co., Winona, Minn.

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Blodgett Milling Co., Janesville, Wis.

Campbell, L. G., Milling Co., Blooming Prairie, Minn.

Crescent Milling Co., Fairfax, Minn.

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Listman Mill Co., La Crosse, Wis.

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National Milling Co., Minneapolis, Minn.

New Prague Flouring Mill Co., New Prague, Minn.

New Ulm Roller Mill Co., New Ulm, Minn.

Phoenix Mill Co., Minneapolis, Minn.

Pillsbury Flour Mills Co., Minneapolis, Minn.

Plymouth Milling Co., Le Mars, Iowa.

Red Wing Milling Co., Red Wing, Minn.

Russell Miller Mill Co., Minneapolis, Minn.

Sheffield King Mill Co., Minneapolis, Minn.

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Tennant & Hoyt, Lake City, Minn.

Washburn Crosby Co., Minneapolis, Minn.

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Ismert-Hincke Mfg. Co., Kansas City, Mo.

Kansas Mill & Elev. Co., Kansas City, Mo.

Larabee Flour Mills, Hutchinson, Kans.

Snarks Milling Co., Alton, Ill.

Walnut Creek Milling Co., Great Bend, Kans.

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Mang, The Aug. Co., Baltimore, Md.

Mills, Thos. & Bro., Philadelphia, Pa.

Read Machinery Co., York, Pa.

Rockwell, L. A. Co., Brooklyn, N. Y.

Thomson Machine Co., Belleville, N. J.

Triumph Mfg. Co., Cincinnati, O.

Werner & Pfleiderer Co., Saginaw, Mich.

MALT EXTRACTS

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American Diamalt Co., Cincinnati, O.

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Crown Maltose Co., Chicago, Ill.

Malt-Distase Co., New York.

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MILK POWDER

Dry Milk Co., New York.

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American Oven & Machine Co., Chicago, Ill.

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Lockwood Mfg. Co., Cincinnati, Ohio.

Lynn-Superior Co., Cincinnati, O.

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Read Machinery Co., York, Pa.

Rockwell, L. A. Co., Brooklyn, N. Y.

Thomson Machine Co., Belleville, N. J.

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Cruver Mfg. Co., Chicago, Ill.

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Petersen Oven Co., Chicago, Ill.

Standard Oven Co., Pittsburgh, Pa.

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Werner & Pfleiderer Co., Saginaw, Mich.

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PAPER

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PANS

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 Fleischmann Co., The, New York.
 Red Star Comp. Yeast Co., Milwaukee, Wis.

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"IT SERVES YOU RIGHT"



Conducted for the Benefit of Its Patrons and Prospective Patrons by the

Schulze Baking Company

General Offices: 76 WEST MONROE STREET, CHICAGO

Attention—Bakers of Schulze Brands

We have prepared for your benefit and carry an immense stock of *Advertising Material*—complete in every detail—for bakers of the following brands of bread:

BUTTER-NUT
PAN-DANDY
LUXURY

BUTTER-KRUST
BIG-DANDY 10c.
PRINCE HENRY RYE

LUXURY 10c. CAKE

The Advertising consists of Bill Board Posters—Indoor and Outdoor Signs—Store and Window Display—Newspaper Campaigns—Novelties for Clerks and Proprietors—Material for House Distribution—Bread Enclosures—Novelties to Attract and Influence the Children.

Don't Spend a Dollar | We Save You Money

For Any Advertising Until You
Consult With Us

Through Our Tremendous
Purchasing Power

The SCHULZE ADVERTISING SERVICE

IS YOUR SERVICE—IT STANDS FOR YOU—IS CONDUCTED FOR YOU,
NOT OCCASIONALLY BUT CONSISTENTLY AND ALL THE TIME
—ALWAYS ON TAP. SEND FOR SAMPLES AND PRICES.

**WOULD YOU LIKE TO BAKE THE SCHULZE BRANDS IN YOUR TOWN?
EASY MONEY FOR THE BAKER WHO DOES**

25% Average Increase in Two Years in the Prices of Thirty Different Raw Materials Used in the Bakeshop. That Means Close Figuring, Doesn't It? Read Mr. Krebs' Article on Page 63—It is Based on Actual Experience in the Baking Business. See Regular Departments for Other Important Features—Retail, page 63; Wholesale, page 69; In the Workshop with the Operative Baker, page 75; Cracker, page 93. *A complete list of the contents of this issue on page 5.*

BAKERS REVIEW

ISSUED MONTHLY BY THE WM. R. GREGORY CO., NEW YORK, N. Y., CHAS. B. THOMPSON, PRESIDENT AND GENERAL MANAGER

All the News for all the Trade.

Volume 33, No. 2
Established 1896
10 cts. a copy

MAY, 1916

Subscription \$1.00
Canadian \$1.50
Foreign \$2.00



In The Summer

HUBBARD OVENS bake the bread without roasting the baker.

For a cool, clean, sanitary shop install a Hubbard NOW and enjoy a little of the Summer yourself.

OVER 7000 IN USE

HUBBARD OVEN CO.

Chicago
1138 Belden Av.

Kansas City
116 W. 8th St.

New York
264 W. E'way

Philadelphia
43 W. 7th St.



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IS YOUR SERVICE—IT STANDS FOR YOU
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—ALWAYS ON TAP. SEND ?

WOULD YOU LIKE TO BAKE THE SWEET
EASY MONEY FOR THEM

BAKERS REVIEW

Published Monthly by Wm. R. Gregory Co.

125 Broadway Building, New York, N. Y.

Wm. R. Gregory, President and General Manager

NEW YORK OFFICE, BARCLAY 7448

CHICAGO OFFICE, PURVES, MARQUETTE BUILDING, CHICAGO, ILL.
PHONE Central 3792

MAY, 1916

Number 2

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Bakery Trade Press Association

Member Audit Bureau of Circulation

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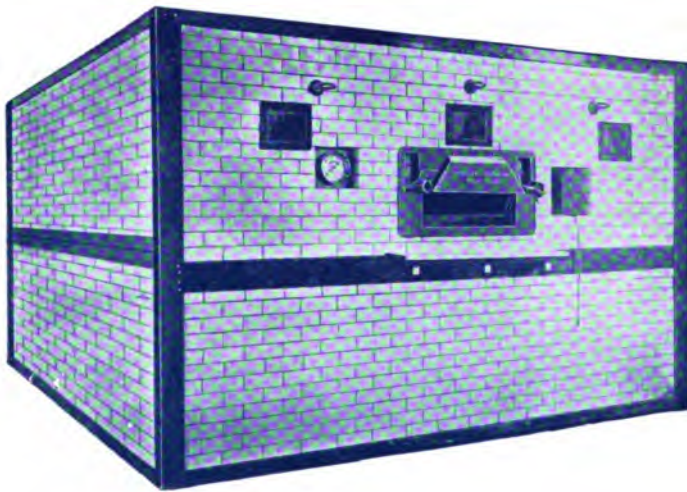
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43 W. 7th St.



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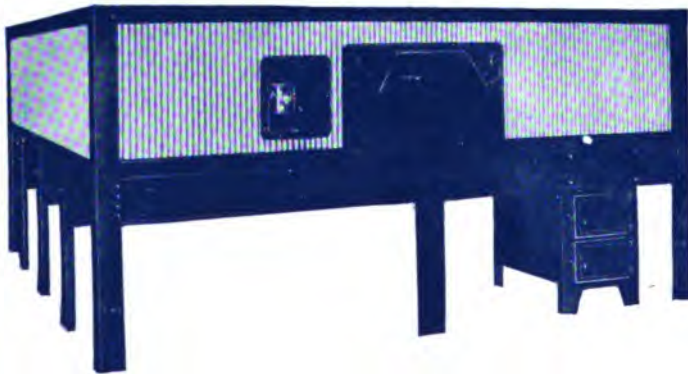
YOUR NEXT OVEN

One of these ovens will enable you
to hold your trade and successfully meet
all competition—



Universal Patent Steam Oven

These ovens can be run all day or
all night on about two hours firing
or drawing, the smoke dampers
being entirely closed for the
balance of the day or night—this
means a great saving of fuel.
The absolutely steam-tight con-
struction insures that rich golden
color and tender crust.
Other exclusive features described
in catalogue.



Middleby Inside Furnace Oven

For twenty-six years the Middleby
Oven has been the absolute leader
in its field.
That it has kept abreast and ahead
of the times is shown conclusively
by the ever increasing demand.
DON'T BUY EXPERIMENTS.
New features and improvements
shown in our catalogue.

*Don't put it off. Write
now for our catalogues
and prices.*

Middleby Oven Co.

41-45 Park Row

(Opposite City Hall)

NEW YORK

BAKERS REVIEW

Issued Monthly by Wm. R. Gregory Co.

1642 Woolworth Building, New York, N. Y.

Chas. B. Thompson, President and General Manager

TELEPHONE, NEW YORK OFFICE, BARCLAY 7448

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Members of the New York Trade Press Association

Member Audit Bureau of Circulation

Entered at the New York Post Office as Second-class Mail Matter. Copyright 1916 by Wm. R. Gregory Co., New York, all rights reserved.

A Studebaker costs less to run



Delivery Car \$875

Half-ton Station Wagon	- \$ 875
Half-ton Open Express	- 850
One-ton Open Express	- 1200
One-ton Stake Body	- 1250
16-Passenger 'Bus	- 1400

All Prices F. O. B. Detroit

More Mileage per Gallon of Gasoline

Simply another example of Studebaker **ECONOMY**—For load, room and carrying capacity it gives more mileage per gallon of gasoline than any other car, we believe. And it is another example of what it means to buy a car backed by that wonderful experience of Studebaker.

For 64 years Studebaker has been dealing with retailers' delivery problems. Studebaker knows them thoroughly—knows the service that is expected, the kind of packages, loads and routes that must be handled, the kind of streets that must be traveled.

At the same time Studebaker has produced more than 228,000 pleasure cars and knowing the mechanical side of the motor car so thoroughly, has been able to produce a motor so exactly fitted to a Delivery Car and its needs that it is a marvel of efficiency and **ECONOMY**.

This same Studebaker experience makes this Delivery Car at \$875 the ideal car for bakers' use—a car built not only to run at low operating cost, but to give service of the highest type—to be simple, easy to drive and **RELIABLE**. This is the car that has cut delivery costs for thousands. See the Studebaker dealer or write for further information.

STUDEBAKER

South Bend, Ind.

Detroit, Mich.

Walkerville, Ont.

Address all Correspondence to Detroit



The Service of the Trade Paper



HE heir-apparent to the British throne has for his crest three ostrich plumes. And on an intertwining scroll is the motto, "Ich Dien." Which being interpreted means, "I serve." The heir-apparent to the American sovereign has for his coat-of-arms, three base ball bats, rampant, on a field of emerald. And underneath are the words, "Ischi Beble"—"I should worry!"

Both sentiments express two vital principles; work and play, service and recreation. And this combination, broadly speaking, meet life's contingencies, and is full of possibilities. Anything that contributes to healthier bodies, purer thoughts, better work and service, is desirable; and we purpose to show the Trade Paper performs that function.

That only is sacred which serves.

We live in the age of the progressives—though it may include Republicans, Democrats, Prohibitionists, Socialists and what-not.

Every day thousands of dollars worth of machinery is junked to make way for up-to-date equipment. We live right-up-to-the-minute, and even borrow of to-morrow.

And the Trade Paper mirrors the minds of the progressive thinker, and breathes the spirit of the age. Its pages are full of instruction and information, the result of specialized knowledge and research.

The editorial department of the Trade Paper is in the hands of experts, who have their fingers upon the pulse of human thought and activity. Its pages are full of facts—facts that bring home truths—facts that expose falsehood—facts that spell success.

There is a vim, verve and vitality in the Trade Paper that is peculiarly its own. There is a sympathy and understanding permeating it that is unique, an intimacy that makes it a personal friend.

Right here is where the Trade Paper has its source of power. It gathers together, informs and reflects the things which may be applied to specific, individual need.

As a means of encouragement and inspiration, the Trade Paper is invaluable. The subscriber who reads it, and chews and digests its varied menu, will become stronger and more robust. Both he and his business will benefit.

The policy of the Trade Paper is founded upon scientific knowledge and common sense, and its business conducted on the ethical principles of morality. It is accurate and reliable, honest and straight-forward.

The Trade Paper does not deal in superficialities. It does not merely scratch the surface, it digs deep down into the heart of the things. It is intensely practical, and has quality, tone and depth.

There is a vitality of thought running through its pages, which comes from the dynamo of truth. And it is illuminated by a steady, clear flame of utility and service.

Perhaps the great charm of the Trade Paper lies in the fact that its articles are brief, bright and brotherly.

It is tedious to have to wade through columns of words—just words.

"O, monstrous!" cried the fat Knight, "but one half-pennyworth of bread to this intolerable deal of sack!"

A FEW MOMENTS WITH OUR ADVERTISERS

The Waterproof Paper & Board Co., Cincinnati, Ohio.—An attractive advertisement printed in colors elsewhere in this issue, states that Zebra Striped Wrappers for bread purposes prevent mold, allow ventilation and eliminate mustiness, yet cost no more than ordinary wrappers. To prove this claim, the manufacturers are willing to send samples of the paper for testing purposes. A coupon for your convenience is printed on page 84C.

Krause Importing Co., New York, N. Y.—After spending fifteen years on the road for a large bakers' specialty concern, the head of the Krause Importing Co. is well equipped to render service of value to bakers, especially those interested in Box Cake proposition. "Krimco" is the trade name under which products of this concern will be sold to the bakers trade.

Peerless Wire Goods Co., Lafayette, Ind.—A line of wire goods for the bakery is made by this concern that no baker of quality goods can afford to be without, is the claim of the manufacturer. A very handsome catalogue showing their wares will be sent those making inquiry.

Chas. Roffmann, Inc., New York, N. Y.—Full particulars regarding a steam boiler manufactured by this concern is published in another part of this issue, and it would be well for interested bakers to write for further particulars and arrange for a demonstration.

B. F. Freymark Machine Co., St. Louis, Mo.—A steamer that fits any oven, simple to install, economical, burns gas at a cost of \$1.50 to \$2.00 a month, is manufactured by this concern. This boiler gets up steam in twenty minutes and supplies hot water and heat to the bakery. A descriptive circular will be sent those interested.

The French China Co., Sebring, Ohio.—Again this concern is ready to serve the baker, this time with Bluebird China Ware (design patented). This china-ware is very popular among those using same for premium purposes. An interesting proposition will be made you by the French China Co. if you will send them your name.

W. D. Hussung, St. Louis, Mo.—No greater annoyance to the baker is that when his shop is infested with roaches and ants. A powder that will rid your bakery of these pests is manufactured by W. D. Hussung and known as the Getz Cockroach Powder.

Bee Hive Paper Box Co., Indianapolis, Ind.—Twenty regular sizes of folding paper boxes for cakes, pies, lunches, etc., ready for printing in one or more colors, is carried in stock by this concern. This enables them to fill your orders promptly and at a very reasonable price. If you will write for samples and prices, stating measurements and quantity desired, they will be sent you promptly.



MARK

Plymouth Milling Co.

Office and Mills

LE MARS, IOWA, U. S. A.

Chicago Office

LOUIS ARMSTRONG & CO.

611 Postal Telegraph Bldg.

EMERY & CO., Melrose, Mass.

Distributors for New England

WRITE for Free Sample and Instructions

PLYMCO

An Interesting Story For Those That Read

A large New England bakery was in trouble and asked our **Mr. Bartholomae** to kindly help them out.

The bread showed signs of **weak flour** and a **weak fermentation**. The bread in place of rising, **falling** in the oven.

Mr. Bartholomae using the **same flour** and formula excepting **1 pound less yeast**, but 1 pound more malt extract, **added** his patent ferment made of **PLYMCO**, malt extract and yeast, to the regular dough.

PRESTO! The dough was **ready** at the same time as theirs in spite of **1 pound less yeast**, and instead of looking dead and heavy, it **was full of life**, with great bubbles everywhere.

In place of dropping it **rose** nicely in the oven, the bread having a **fine bloom, crust and flavor**, besides it showed a **larger yield** of 57 cents.

We can do the same for you

PLYMCO is also splendid for Rolls, Coffee Cake, Crullers, Box Cakes, Drop Cakes and Macaroons



Silver Fishes Cockroaches & Ants

No need of telling you about
them, **YOU KNOW**
what an annoyance they are!

GETZ Cockroach Powder *Will Kill Them!*

No danger to Humans or Animals
It has no disagreeable odor to affect your bakery goods.

Thrifty bakers will find our goods the
cheapest in the long run as two appli-
cations a year are usually enough to
keep out Cockroaches. For Silver
Fishes and Ants it is necessary to use
powder more often.

5 lb. cans \$3.25, 10 lb. cans \$6.00
Getz Patent Blowers 25c each

Manufactured and sold by

W. D. HUSSUNG

1139 Pine Street

St. Louis, Mo.

Forwarding charges prepaid on all orders



There Are Qualities In

SEMI-SOL BUTTERMILK

That make it necessary in the making of better bread.
The Lactic Acid in SEMI-SOL increases the nutritive
value of the bread, and helps along the fermentation
of the dough.

SEMI-SOL increases the water-absorbing power of the
dough.

It makes bread remain fresh for a longer period than
ordinary bread.

Can we prove these facts? Surely. If you will send us
your present formula, telling us the kind of shop you
operate, whether you use sponge or plain straight
dough, and how much flour you use in a mix, we will
send a sample of SEMI-SOL to suit your formula, and
suggest how to use it to best advantage. Then try it
out yourself, in your own shop. Can anything be fairer?

While you have it in mind—do it now

Consolidated Products Co.

1029 West Adams St.

Chicago, Ill.



Schroeder

Peel Blades

represent the highest
development of peel
blade manufacture.

Only carefully selected wood
is used in the construction.
This is thoroughly seasoned
to guard against warping and
splitting. Steel plates and
steel pins hold the blade and
handle firmly together, while
copper rivets, clinched on
both sides are used to fasten
the plates on the wood. The
finished product is a peel
blade which

WILL NOT WARP OR SPLIT

If you are losing money be-
cause of the breaking of peel
blades you should investigate
the Schroeder product.

Our catalogue of baker's
quality woodenware should be
of interest to you.

Shall we send it?

H. L. Schroeder

3512 Carroll Ave.

Chicago

Illinois



JOHNSON'S CHERRIES WILL SELL YOUR CAKES AND COOKIES

When placed in your cakes and cookies JOHNSON'S CHERRIES will add an appeal they would not otherwise have.

When eaten they will cause a lasting impression of the quality of your goods on the consumer. A pleased customer is your best asset.

Because of their deep red, wholesome looking appearance, their tenderness and luscious taste JOHNSON'S CHERRIES will create trade for you.

They are building business for others—why don't *you* try them?

Whole or Pieces

In Pails or Kegs



Wrap Your Bread and Double Your Business



Wrapped bread will have first choice because it is protected from impurities and retains its freshness and wholesomeness.

You bake good bread—why not give it a chance to get to the table uncontaminated?

A wrapper not only protects your bread but advertises it as well.

*May we submit a wrapper
designed especially for you*

**NEWARK PARAFFINE and
PARCHMENT PAPER CO.**

OFFICE:

West St. Building

New York

Factory: Newark, N. J.

Why PAY FOR WATER

Make your own

Vanilla Flavoring

5 gallons cost **\$7.21**

or

\$1.45 per gallon

Directions

DISSOLVE:

2 lbs. VANYL at \$3.50 per lb. . . \$7.00

3 lbs. Sugar at 7c. per lb.21

4 1-2 gals. warm water.

**5 1-8 Gallons
Flavoring Cost \$7.21**

Send for a

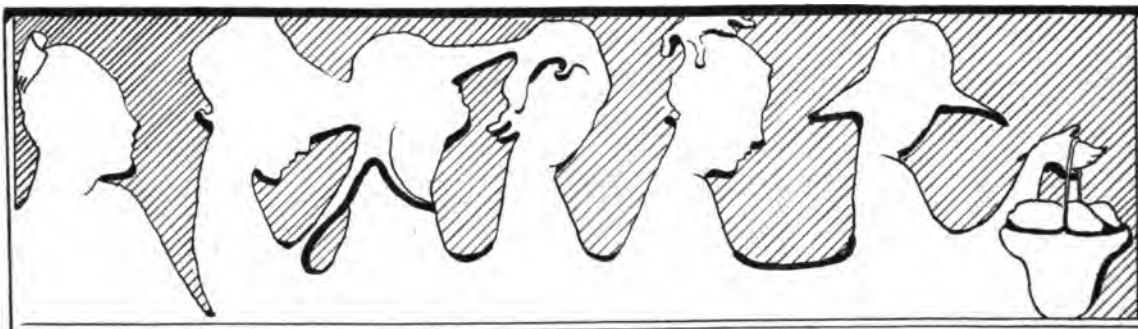
**2 lb. Bottle of VANYL at
\$3.50 per lb.**

"Money saved is Money Earned"

S. GUMPERT & CO.

BUSH TERMINAL

BROOKLYN - N. Y.



THESE
LITTLE
GIRLS
WENT
TO
MARKET



BUT
THAT
WAS
A
LONG
TIME
AGO.

BEST
ON
WHEELS
RECH-MARBAKER CO.
WAGON MAKERS
PHILA.-PA.

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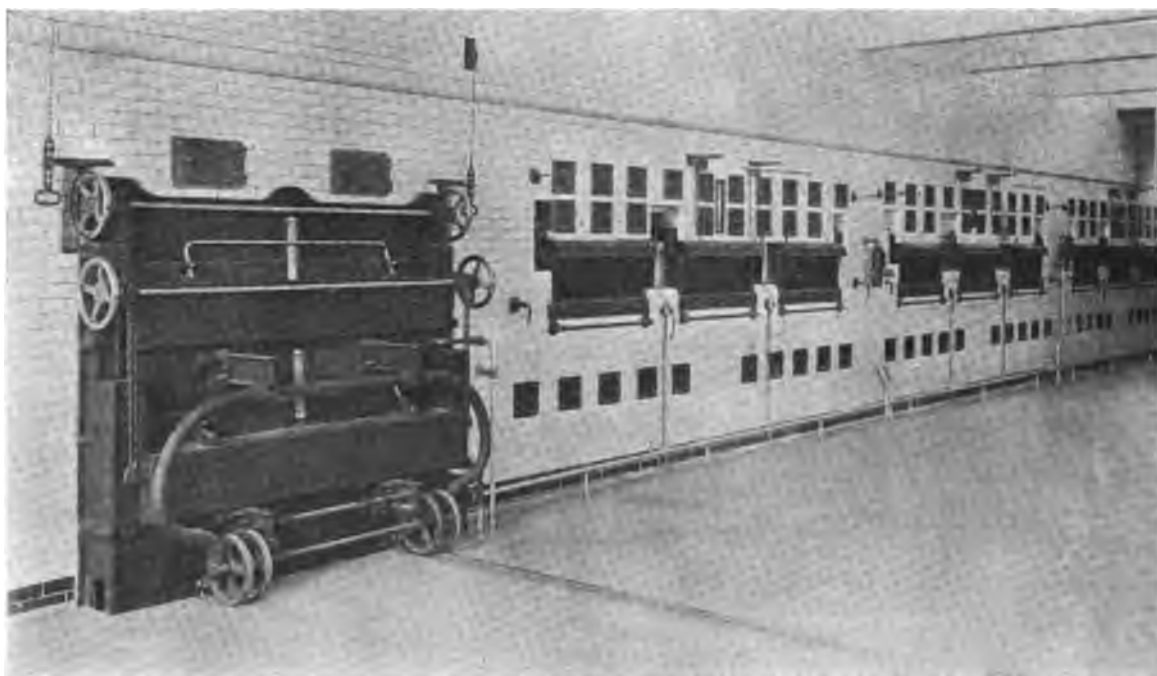
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USED BY BAKERS WHO INSIST UPON THE BEST



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One Werner & Pfleiderer and three Petersen ovens insulated with Nonpareil Insulating Brick.
Fitchburg Baking Company, Fitchburg, Mass.

Don't Let Your Ovens Steal Your Profits

by allowing them to waste valuable heat through the walls, tops and bottoms. Tests have shown that the fuel consumption can be decreased 15% to 20%, or more, if the ovens are properly protected against loss of heat by radiation with

Nonpareil Insulating Brick

For Bake Ovens

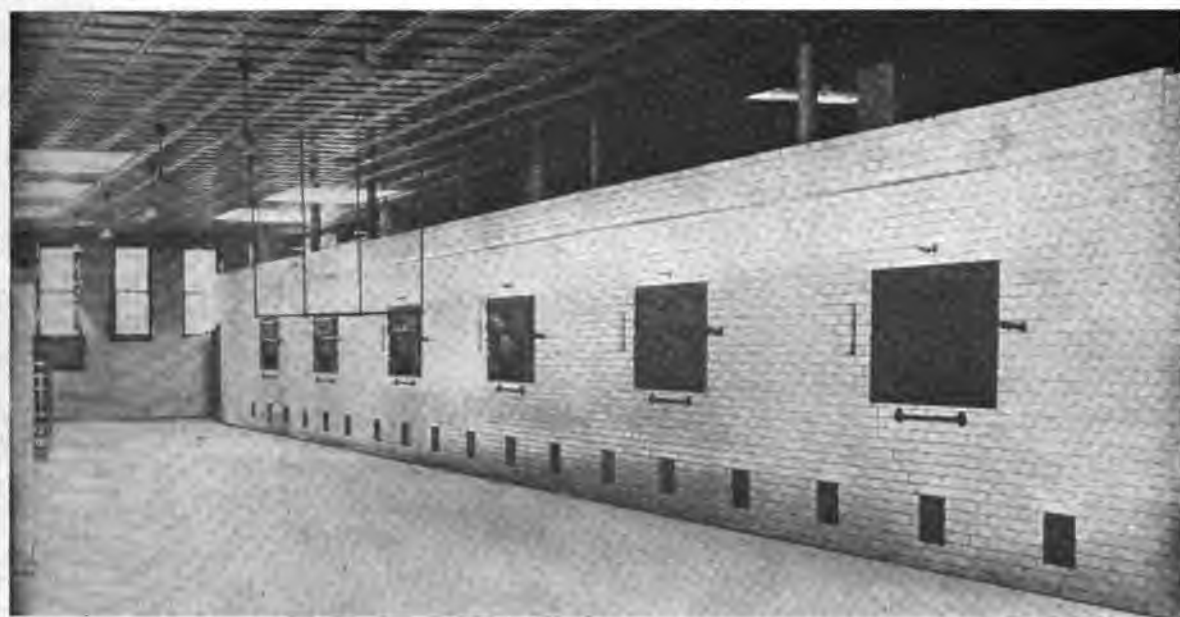
This is not strange when you realize that they are ten times better nonconductors of heat than ordinary brick. In other words one 4½-inch course of Nonpareil Brick will keep as much heat in the oven as will 45 inches of fire brick or red brick. In addition to the fuel saving, the baking rooms will be kept much cooler. This is quite an item in the summer.

Nonpareil Insulating Brick are composed principally of kieselguhr (diatomaceous earth), an excellent non-conductor of heat. They are light in weight—1½ pounds each for the standard 9x4½x2½ inch size—easy to handle and install, and are moderate in cost. Under ordinary conditions Nonpareil Insulating Brick will pay for themselves in a year or less, in heat saved.

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Also Manufacturers of Nonpareil High Pressure Covering for Steam Lines and Nonpareil Corkboard for Dough Mixing and Proving Rooms



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Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT. of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has seen some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

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We have one price and one grade of oven, and that is the BEST.

Associate Members of the National Association of Master Bakers

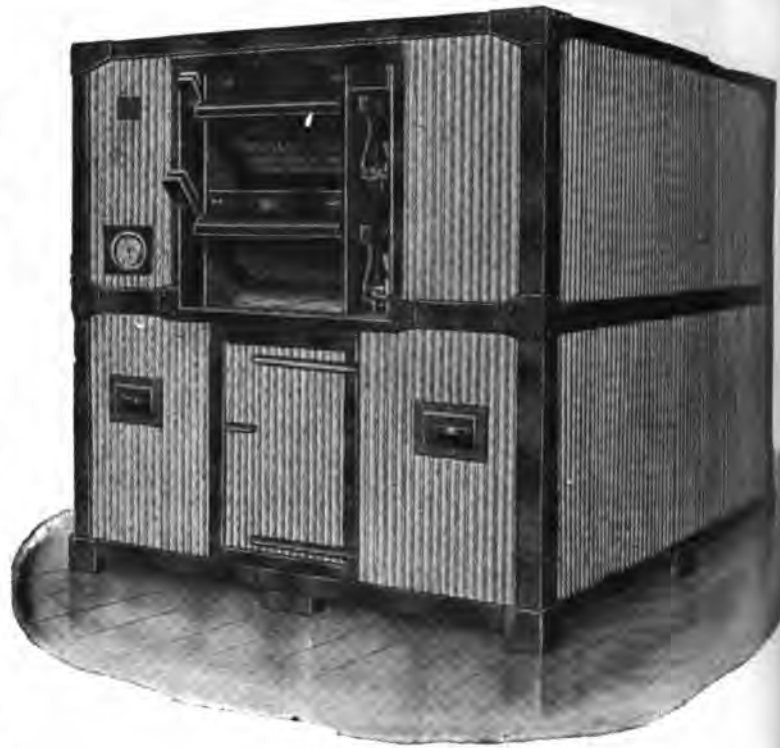
**THE
OVEN
FOR A
LIFETIME**

DUHRKOP OVEN Co

2525 PARK ROW BLDG
NEW YORK

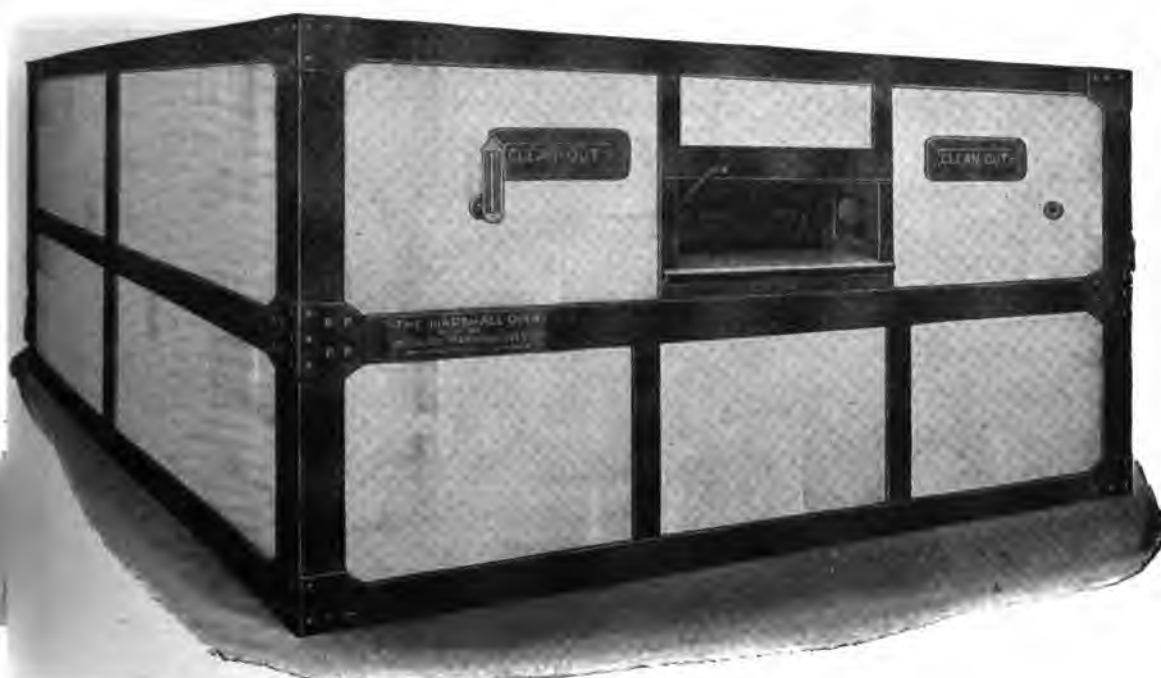
THE name Middleby-Marshall all on an oven is a little thing to look for but a big thing to find. First of all it stands for quality. It means that every oven so named is efficient to the highest degree, economical in use and durable to an extreme.

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M i d d l e b y





Marshall

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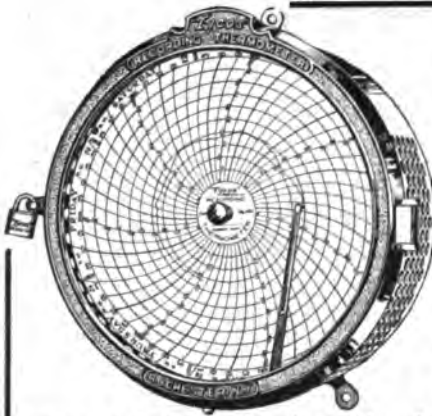
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Write Us Today.

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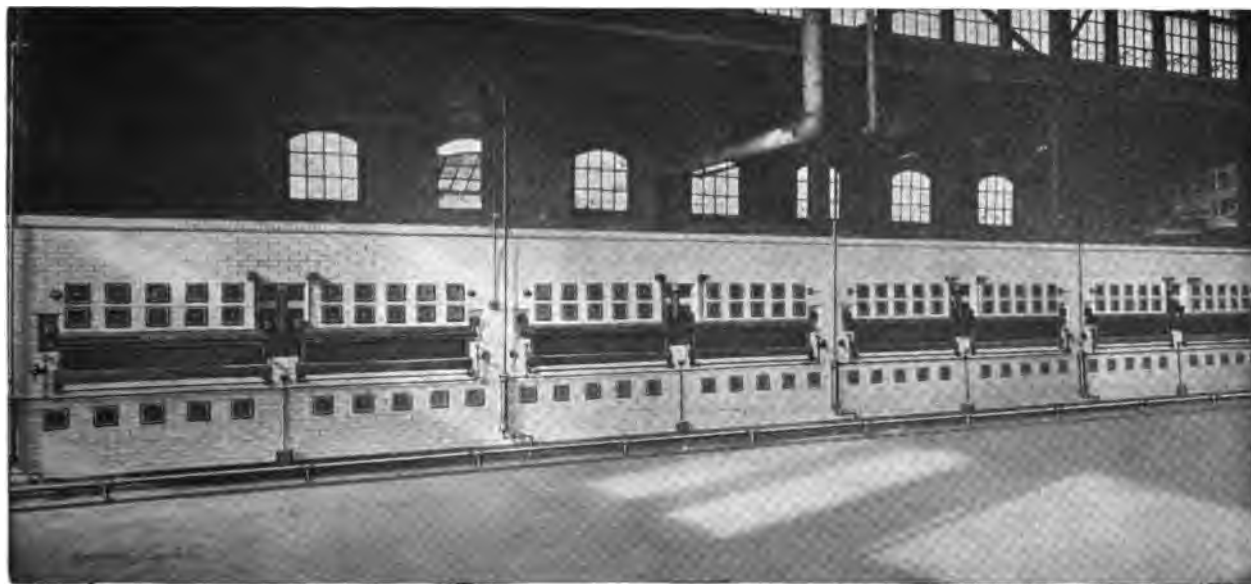
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THE G. S. BLODGETT CO., Burlington, Vt., U. S. A.





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DIAMOND
OVENS

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DIAMOND
OVENS

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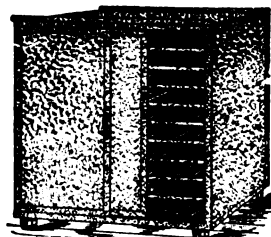
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 in detail, in cuts and drawings.

The Albert Schaller Oven Co., 55 Averill Ave., Rochester, N. Y.

Pans and Racks

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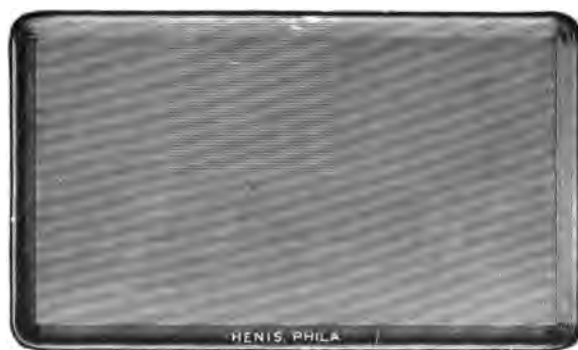
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"STEEL-SHOD"

PATENTED JAN. 21, 1915 - PATENTS PENDING

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*The
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Faultless Loaf*



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Intro-
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of the



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spotted and crippled loaves of bread were unavoidable.

The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

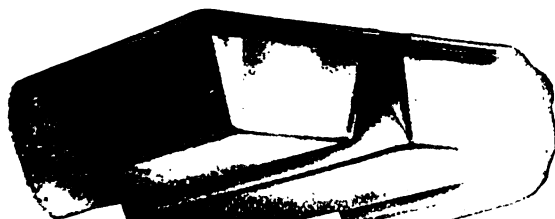
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The above cut shows an End Pan with
"STEEL-SHOD" feature

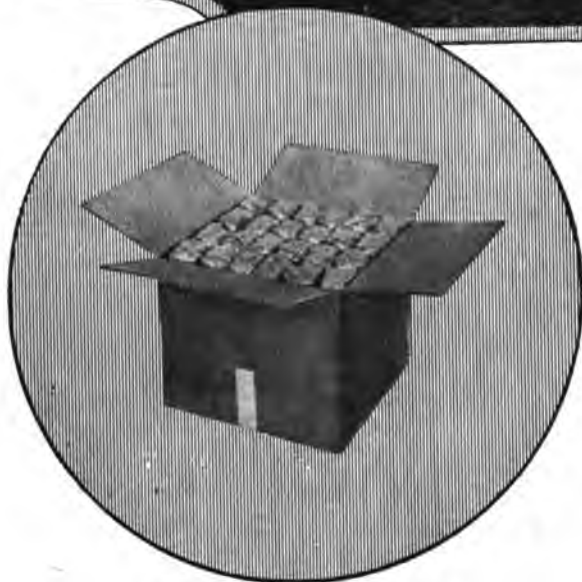
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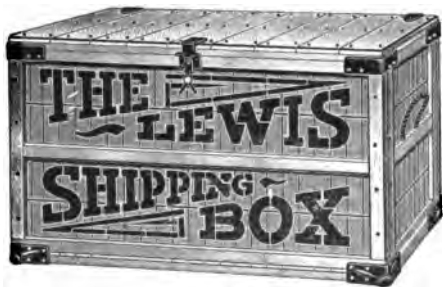
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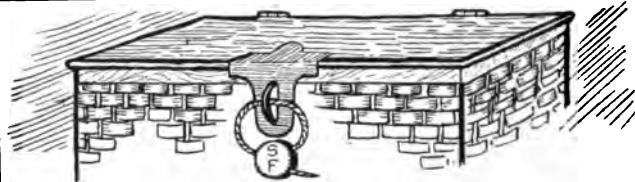
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26

*Puffer-Hubbard Mfg. Co., Minneapolis, Minn.
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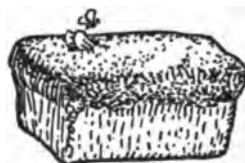
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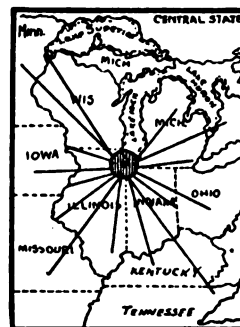
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 Spring Quality All Year 'Round

Contract now—while prices are lowest and quality highest. Buy your year's supply. We keep the eggs under constant refrigeration and you order them out as wanted. No market changes—no loss—no waste. Every egg full-bodied, selected quality. No weak, watery stock to bake out in the oven. We can furnish all yolks, all whites or whole eggs. Write for particulars.



Use Armour's Baking Butter. We can supply you throughout the year with high-grade stock at right prices.

ARMOUR AND COMPANY Chicago

Ekenflor

"The Milk Powder with the Milk Flavor"

is made at low temperatures by the

Ekenberg Vacuum Process

of which we are the exclusive owners in America
not by a

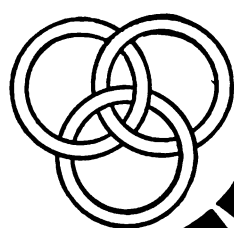
Spray Process

That's why we retain in our powder the real milk flavor
So that a less quantity can be used with satisfactory results

Safety—Economy

The Ekenberg Co.

Cortland, N. Y.



ORDER A BARREL

Quality Supreme

OF

Absolute Uniformity

120° MALT EXTRACT FOR

Perfect Fermentation

TRIAL AS

Valuable Yeast Food

PAYS TO BUY FROM

Most Economical

P. Ballantine & Sons

Malt Extract Department

Newark, N. J.



**MALT
TOSE**

add **CROWN MALT
TOSE**
to Your dough and
You add **PERFECTION**
to Your **BREAD!**

**100%
EFFICIENCY**

The only claim to yeast food efficiency in malt extracts, flours, powders, etc., is their maltose content. **CROWN MALT** is the last word in yeast food, because it contains more maltose (malt sugar) than any other malt product on the market. It is, therefore, the **MOST EFFICIENT YEAST FOOD** and **MOST ECONOMICAL** since it goes farther.

For Particulars, Write
Dept. R. 2, CROWN MALT CO.
116-120 S. Green St.
Chicago

FOOTE & JENKS'

Concentrated Pure Flavors of the Citrus Fruits LEMON and ORANGE

having the insoluble, indigestible terpenes (turpentine) mechanically separated, will not bake out.

NOT LIKE ANY OTHERS

PURE VANILLA, AND SUBSTITUTE SPECIALLY PREPARED FOR USE OF BAKERS

Write for descriptive Price List and Manual on "Flavoring and Seasoning Food Products."

FOOTE & JENKS - - - Jackson, Michigan

Associate Members of the National Association of Master Bakers.

SUPERIOR QUALITY FLAVORING EXTRACTS & ESSENCES

Try our
Extracts,
Essences,
Etc.

once and you
will always use
them. They
are incompar-
able.



Trade Mark

H. FUCHS

173 WEST BROADWAY, NEW YORK

Old friends are trustworthy, we are in this magazine 14 years.

SPECIAL TIPS:

Mexican Vanilla Extract,
\$5.00 per gal.
German and French Fruit
Flavoring Concentrated
Ice Creams, 50c per lb.
Imported Bourbon
Flavor, \$4.50 per gal.
Imported Butter Flavor,
\$4.00 per gal.
Almond Flavor, 75c per lb.
Flavoring Vanilla Powder,
60c per lb.
Vanilla Compound,
\$3.00 to \$4.00 per lb.
True Fruit—Lemon, \$4. lb.
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Maple Flavor, \$12. per gal.
All kinds of Natural Colors

GIENANDT'S

20th Century Book of Recipes

The Best Book for All 'Round
Baker and Pastry Cook :::

Write for particulars

BAKERS REVIEW

Woolworth Bldg.

New York, N. Y.

One Moment, Mr. Baker

The
Old Method

Slow,
Unsanitary,
Costly



The
Up-to-Date
Method

Quick, Sani-
tary, Less
Expensive

STORAGE EGGS

versus

LAYTON'S EGGS

You take big chances.
You have musty and other faulty eggs
to contend with—
Result, spoiled goods—lost trade
—time, labor and money
WASTED

You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, increased trade—time
labor and money
SAVED

We can supply whole eggs, separated whites or yolks.
Used by most successful bakers. Be one of them.
Will gladly send full particulars

THE JOHN LAYTON COMPANY

Pacific Coast Office: 510 Battery St., San Francisco, Cal.

90 West Street, New York, N. Y.



THIS *MUST* INTEREST YOU

There is a difference in price at present in favor of **Argo Corn Sugar** (The Ideal Bread Sugar) of 2¼c. per pound. Are you availing yourself of this opportunity?

CORN PRODUCTS REFINING COMPANY

17 Battery Place

New York



month by month and year
by year for without progress
this life would be mighty
dull and uninteresting.

To succeed one must give value, and a loaf of bread made with

DIAMALT

as an aid, helps materially to produce a Quality Loaf.
If you have never used DIAMALT you should not delay another
day, but stop now and investigate. Profit by the experience of a host
of bakers, who have tried

DIAMALT

and who stand ready to say it is doing what we claim for it.

A sample is yours for the asking.

The American Diamalt Company

Service Department

308 W. 4th St.

Cincinnati, O.

*Warehouses located in the larger Cities
to provide for prompt Distribution.*



MALZO

TRADE MARK

PURE MALT FLOUR

THE ONLY GUARANTEED PURE MALT FLOUR ON THE MARKET

One pound MALZO does the work of two pounds malt extract in all baking uses.

MALZO contains 8% moisture, malt extracts contain up to 27%. Why pay for water?

MALZO gives the bread better color and more nourishment than malt extract at a saving of money.

Can you afford to miss this opportunity to improve quality and reduce cost.

Our Bread Improver



is now used successfully in many large bakeries

Sole Manufacturers

**ADVANCE MALT
PRODUCTS CO.**

**305 South La Salle Street
C H I C A G O**

Advance Malt Products Co.,
305 S. LaSalle Street,
Chicago, Ill.

Gentlemen:—

Please send me one pound FREE sample of MALZO sufficient for a one barrel baking.

Name

Address

State

(Enclose business card if possible)



Here's the Profit Maker and Trade Winner for Wide- Awake Bakers

T. A. FAULDS CO.'S TAFACO CAKE

We supply everything but Labor—Eggs—and Shortening and there's big profit in Box Cake Making when you use FAULD'S CONCENTRATED BOX CAKE MIXTURE which comes in four varieties: Gold, Silver, Chocolate, and Creole. Here are the cold facts:—

We sell you a barrel of *Concentrated Box Cake Mixture* and charge you \$25.00—5% cash discount if paid in 10 days, makes the price \$23.75.

We give you with every barrel of Box Cake mixture 630 Box Cartons, 630 Wax Paper Wrappers, 630 Seals, Milk Product, Butter Flavor, and Icing Powder enough to manufacture 630 box cakes.

Each barrel of Concentrated Box Cake Mixture weighs 210 pounds.

The total output of one barrel of mixture is 630 cakes.

Sold at wholesale for 8 cents
per box means . . . \$50.40

Sold at retail for 10 cents per
box means . . . 63.00

Now for the material cost to the baker in producing 630 box cakes.

You will use one barrel of mixture \$23.75

You will use 44 pounds of Compound Lard at 8 cents . . . 3.52

You will use 22 pounds of eggs at 20 cents . . . 4.40

You will use 24 pounds of Icing Sugar at 6½ cents. . . 1.56

Making a total cost of \$33.23 for 630 10 cent Box Cakes. Approximately 5¼ per box.

*Net profit per Bbl.,
retail - - \$29.77*

*Net profit per Bbl.,
wholesale - 17.17*

YOU CAN MEET COMPETITION, WE WILL START YOU RIGHT

Here is our Special proposition:

Mail us your check for \$16.50 and we will forward, charges prepaid to your address our trial offer of one-half barrel of our Concentrated cake mixture in two varieties of your selection, and six special box cake pans. Also 315 cake boxes, 315 wax paper wrappers, 315 cake seals, milk product and butter flavor, and icing powder. This will make you 315-10 cent cakes complete. After a fair trial if you are satisfied with our product we will give you exclusive rights for your city.

We allow freight on all shipments of two or more barrels. Goods positively sold only in barrel or half barrel lots.

—WRITE US TODAY—

T. A. FAULDS CO., 196 State St., Boston, Mass.

Machinery and Equipment

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		<i>Westinghouse Electric & Mfg. Co., Pittsburgh, Pa.</i>	

If You Bake in These States
it will pay you to write for our

Special Offer On
New Era Dough Mixer



Licensed for the baking industry under Felix Nots patents, for prescribed territory and sizes.

Connecticut
Delaware
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Maine
Maryland
Massachusetts
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Washington

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Pennsylvania
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Vermont
Virginia
Alabama
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Florida
Mississippi
South Carolina
North Carolina
Georgia
Texas
Oregon

JABURG BROTHERS 10 Leonard St., New York

THE ORIGINAL READ

3 Types

3 Speed

Cake Mixers



Model D Type, 1916

When Shall

We

Ship Yours ?

The Read Machinery Co., York, Pa.

BOOKS FOR BAKERS

The Editor of BAKERS REVIEW Highly Recommends the Following Books As A Valuable Asset to Any Bakery. No Baker's Library is Complete Without Them.

Secrets of Bread Making

By EMIL BRAUN

Price . . \$1.10

Malzbender's Practical Recipe Book

A comprehensive volume for bakers and pastry cooks in the German and English language.

Price . . \$2.00

We Will Gladly Send Any or All of the Above Books Upon Receipt of Price, Express Prepaid

BAKERS REVIEW

Woolworth Bldg.

New York, N. Y.



The GEM Doughnut Machine

is perfected to such a degree that it

Will Cut 120 to 140 Doughnuts per Minute

You are able to fill ordinary kettles holding from three to four dozen doughnuts so fast that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time.

If you desire to turn out a large number of good doughnuts, you should investigate this machine. Large bakeries all over the country are getting supreme satisfaction from the Gem. And you can do the same.

BAUM & SCHOEL
WATERLOO, IOWA

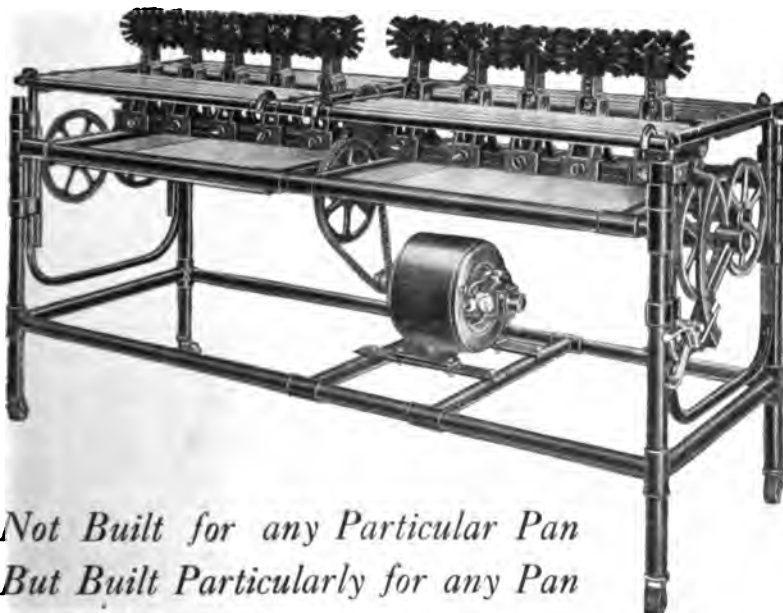
*The Universal Way**The Sanitary Way*

Universal PAN CLEANING AND GREASING MACHINE

PATENTED APRIL 4th, 1916

The only machine for the purpose so constructed that Brushes are removeable for cleaning by **immersing in hot water**

***Entire Machine Cleaned in Half an Hour, which Means Sanitation
Par Excellence***



*Not Built for any Particular Pan
But Built Particularly for any Pan*



Illustration shows brush unit removed for cleaning

ADJUSTABLE For depth and width of pan
Brush width of 25 inches obtainable

REVERSIBLE Rotation of brushes changed at will, thus assuring retention of shape, even wear and longer life

Satisfactory Results Guaranteed

Belt or Motor Drive

The Koenig-Keller Co.

530 E. King St., Lancaster, Pa.

MAIL THIS COUPON NOW

The Koenig-Keller Co.
530 E. King St., Lancaster, Pa.

Gentlemen:—

Mail copy of your Catalogue describing Universal Pan Cleaning and Greasing Machine, also price onmotor or belt driven style.

Name

Address

City..... State.....

Will help all around if you mention **BAKERS REVIEW**.

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3,500 Loaves or 600 Doz. Buns Per Hour

Some Record!

Isn't it? But that's just what the

Union Combination Bread & Bun Rounder

does—and does well. Simple—self-adjustable—compact—practically self-cleaning—no chance for loaves to double—and requires only three-fourths horsepower to operate.

All this at a saving of 50% in first cost

Are you enough interested in modern and efficient bakeshop methods to write today for full particulars, which you can have without obligating yourself.

The Union Wrapping Machine Co.

Joliet, Illinois



Patented Aug. 1st, 1915



THE HOUSE OF SERVICE



The Thomson Standard Loaf Moulder

Is the **ORIGINAL** and the **LEADER**. It has been the leader for 12 years.

WHY? Because the **PRINCIPLE** is correct; the **QUALITY** of loaf produced is perfect; **CAPACITY** large enough for any requirement up to (6,000 per hour) and because of its **DURABILITY**.

Many machines are in operation today on which more than **25 MILLION** loaves have been moulded.

Now is the time at the beginning of this New Year for **YOU** to begin the saving in time, labor and money this machine will effect for you if you will only let it. **WILL YOU?**

A postal will bring you full information. Mail it **NOW**.

REMEMBER—We furnish complete **AUTOMATIC OUTFITS** and **FLOUR HANDLING EQUIPMENT**.

Let us quote on your needs.

Get ready for the big business that is coming.

THOMSON MACHINE CO.

MAIN OFFICE and WORKS
BELLEVILLE, NEW JERSEY

THE HOUSE OF SERVICE

JOHN J. HOPPIN, President

Largest Manufacturers of Bakers' Machinery, Exclusively, in America.
George E. Gowdy, Southern Representative, 2079 College St., Jacksonville, Fla.

Member National Association of Master Bakers



CAUTION!

Do not accept as genuine a Thomson Moulder unless it contains this "Heart of the Bakery" trademark. This warning is posted to prevent fraudulent sales to our friends of other machinery represented as the Thomson Standard Loaf Moulder. Make sure—look for the trademark always!

CHICAGO OFFICE

945 First National Bank Building

A

A

American Divider and Rounder

Choose your Machine, like you would your Friends. Do not have one that isn't worth keeping always, and that you won't grow to like better every day.

Some of Our Friends

Jay Burns Baking Co.	- - - - -	Omaha, Nebr.
Memphis Bread Co.	- - - - -	Memphis, Tenn.
Freund Bakery of American Bakeries Co.	- - - - -	St. Louis, Mo.
Atlas Bread Co.	- - - - -	Milwaukee, Wis.
Texas Bread Co.	- - - - -	Houston, Texas
Nafziger Baking Co.	- - - - -	Kansas City
F. H. Hohengarten, Home Bakery	- - - - -	St. Louis, Mo.
Welle-Boettler Bakery	- - - - -	St. Louis, Mo.
Heydt Bakery Co.	- - - - -	St. Louis, Mo.
Connelly Baking Co.	- - - - -	Springfield, Ill.
Hartmann Bros. Bakery	- - - - -	Springfield, Ill.
Manewal Baking Co.	- - - - -	E. St. Louis, Ill.
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United Bread Co.	- - - - -	Terre Haute, Ind.
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American Baking Co.	- - - - -	Louisville, Ky.
Grocers Baking Co.	- - - - -	Louisville, Ky.
College Hill Bakery, G. L. Jordan	- - - - -	Topeka, Kans.
H. Weil Baking Co.	- - - - -	New Orleans, La.
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The Final Test—Ask Any User of "American Equipment"

American Bakers Machinery Co.

9th and Clinton Streets

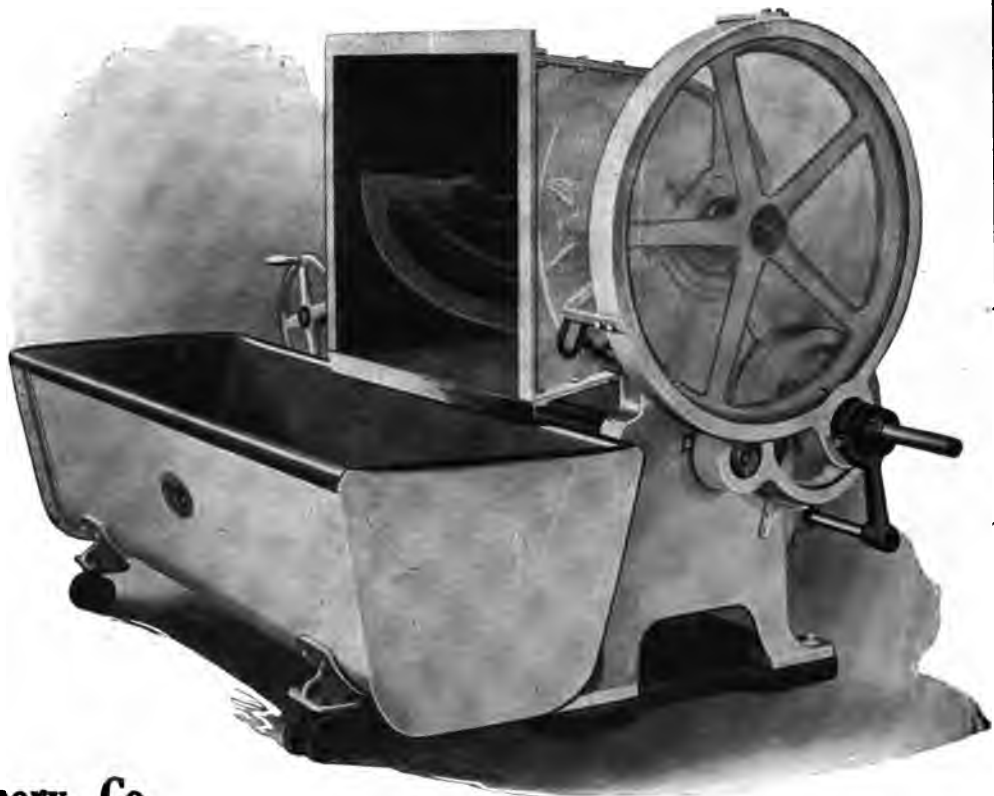
ST. LOUIS, MO.

A

A

"Here is the mixer that has stood the test for twenty-eight years. Has all cut gears. Gears guarded to comply with laws of each state. Substantially built. Made in sizes from $\frac{1}{2}$ to 10 bbl. size, both belt and motor driven types.

Have records of Champion mixers being in actual service for twenty-five years. Write for list of users in your vicinity. Prices quoted on request. If motor drive desired, give motor specifications which you can obtain from your Electric Power Co. Manufacturers of complete line of machinery for the Bakery."



Champion Machinery Co.

Joliet, Illinois

Chicago Representative: H. M. BACHMAN

Room 231,

175 W. Jackson Blvd.

Rockwell's Time-Tested Bakery Machinery

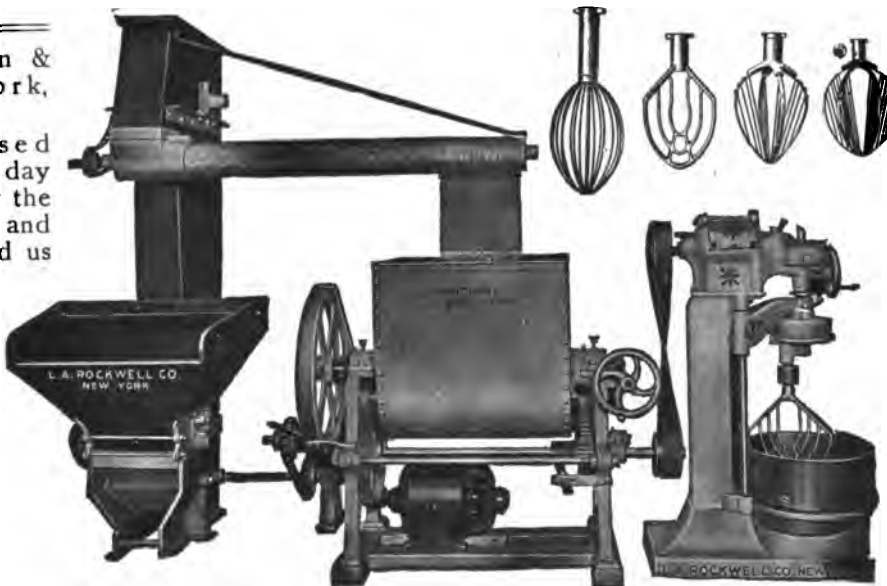
BUILT BY THE OLDEST ESTABLISHED MANUFACTURERS IN THE UNITED STATES

ESTABLISHED 1878

S. Cushman & Sons, New York, N. Y., write:

"We have used this machine day and night for the last two years and it hasn't failed us a single day."

20 Rockwell Dough Mixers
in use by the
Shults Bread Co.



Robt. A. Johnston Co., Milwaukee, Wis., write:

"Your Sifter is feeding two large mixers and it gives excellent satisfaction. We wouldn't part with it for twice its cost." What others have to say about this machine mailed upon request.

ROCKWELL'S ORIGINAL COMBINED SIFTER, ELEVATOR and FEEDER

Patented March 2, 1910

Buy the Original and Avoid a Lawsuit

ROCKWELL'S RELIABLE DOUGH MIXER
Simplest and most durable machine on the market to-day.

All machines equipped with our Safety Lever for releasing the power on the blade immediately in case of accident to the operator.

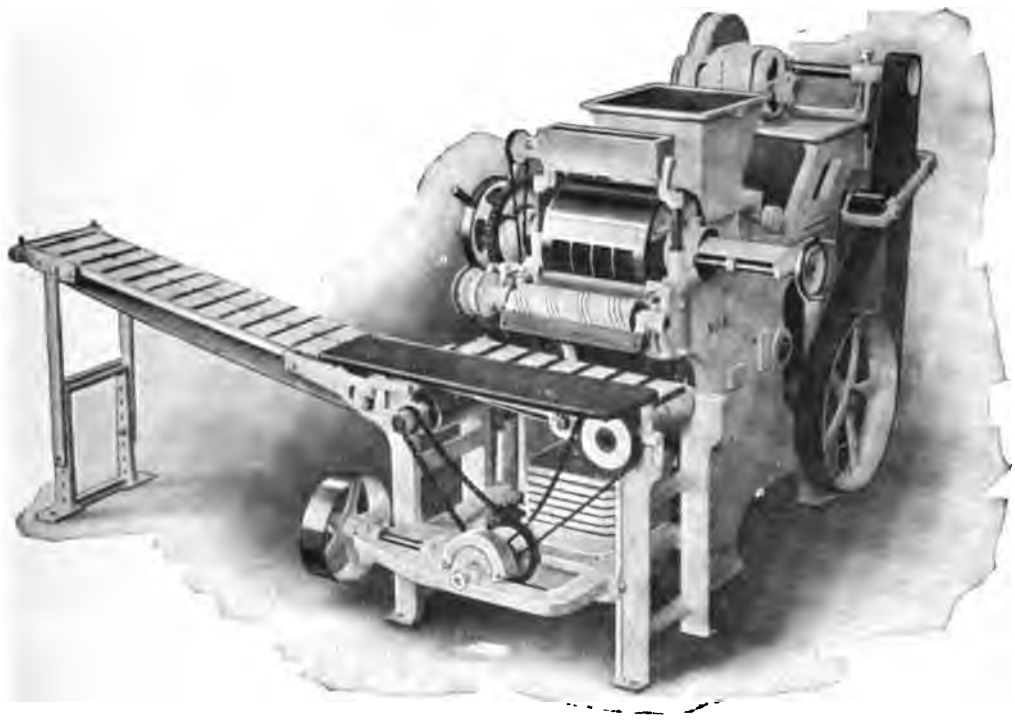
EXCELSIOR CAKE MACHINE

Bronze bearings throughout.
Guaranteed to do better and quicker work than by hand or with any other machine.

COMPLETE FLOUR HANDLING SYSTEMS OUR SPECIALTY FOR INFORMATION AND CATALOGUE WRITE TO

L. A. ROCKWELL CO.

Formerly Fowler & Rockwell, 430-32-34 Smith St., Brooklyn, N. Y.
Manufacturers of Complete Line of Bakery Machinery



No. 3—4 pocket Automatic Dough Divider. Scales from 10 to 26 ozs. and turns out from 2800 to 3800 loaves per hour. Belt or motor drive. We make larger or smaller sizes.

Re-orders and What They Mean

Every baker knows that the success of his business depends on re-orders. Something is wrong if customers do not come back. One must bring others, and to secure the others, the one sale must be satisfactory and beneficial to the buyer.

If the most careful buyers in the field having thoroughly tried the goods, come back for more, it means that the goods are unquestionably satisfactory and beneficial.

A list of our sales shows a very large proportion of repeat orders—in fact
“Our Sales Tell The Tale!”

DUTCHESS TOOL COMPANY
Beacon, N. Y.

Standard Pan Cleaning and Greasing Machine



This machine will grease 2000 pans with $\frac{1}{4}$ lb. lard

SINCE BREAD WRAPPING has become almost a universal custom and law, it is very important that your bread shall have a **Spotless Crust**, so that the housewife will not be disappointed when she removes the wrapper.

Your bread will be **clean and free from specks and spots** if you use the **Standard Pan Cleaning and Greasing Machine** to clean and grease your pans.

The work will also be done with a **uniform perfection** impossible by any other method.

You owe it to yourself to investigate.

Send for our catalog—**Do It Now.**

GOTTSCHALK & COMPANY, Inc.

Reedsville, Pa.

THE RIGHT WRAP

IS MADE BY

The
**Pneumatic-Standard
Bread Wrapping
Machine**



Right because it is made right.

Right because it looks right.

Right because it works right.

Write for right particulars.

PNEUMATIC SCALE CORPORATION, Limited

Main Office and Factory: NORFOLK DOWNS, MASS,

Chicago

New York

Kansas City

Toronto, Ont.

W. & C. Pantin, 147 Upper Thames St., London, Eng.

BAKERS' MACHINERY -



- UTENSILS - SUPPLIES

THESE ROLLS HAVE TAKEN THE COUNTRY BY STORM



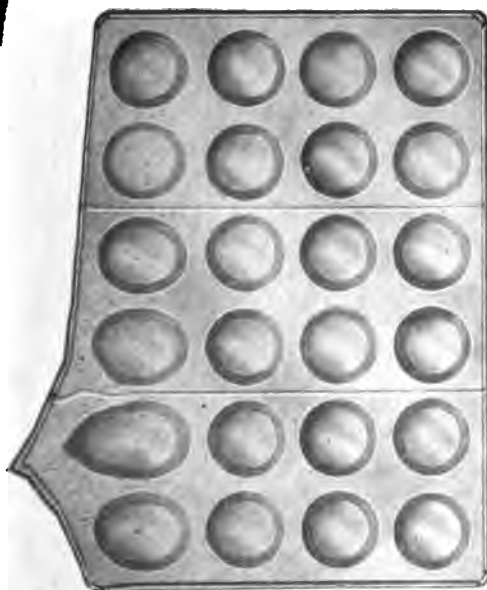
This illustrates a Roll Baked in the
Sandwich Roll Pan

One Baker Bought
2300 Frames
of Pans



This illustrates the Krispie
Krust Roll

Here Are the Pans They Are Baked In



Here Are the Pans That Bake Sandwich Rolls
Twenty-four to the Set
\$1.50 Per Set of 24

Sandwich Roll Pan to the Left

We are the originators of this pan. Makes a uniform, well shaped roll for egg, ham and other sandwiches. The rolls in these pans take up less room in the oven, and because pans hold the dough they give a better proof, and enable the baker to use less dough and get the same results.

Size of cup on top, 4 inches wide, $3\frac{1}{4}$ inches wide at bottom and $\frac{1}{2}$ inch deep, with rounded edge. Size of frame over all, $27\frac{1}{4}$ by 18 $\frac{1}{4}$ in. Twenty-four cups to the frame.

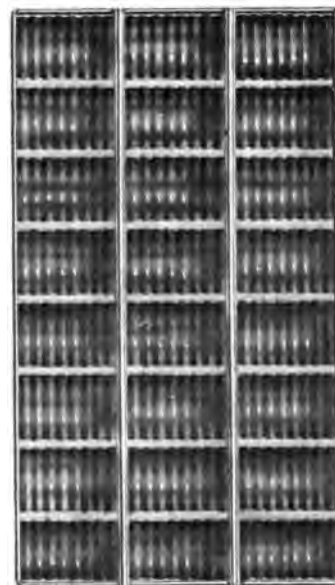
"Krispie Krust" Roll Pan to the Right

Be the first in your territory to bake these rolls. This pan bakes twenty-four rolls to the frame, just like the illustration above. Size of each pan or division, $3\frac{1}{2}$ x 2 inches. Size of frame over all, $21\frac{1}{4}$ x 12 inches. Can also be used to bake cakes to sell at 2 or 3 for 5 cents.

Price \$1.50 Per Frame

(EITHER STYLE)

Order direct or through the dealer in
your territory



The Krispie Krust Roll Pans, Twenty-four
to the Set
\$1.50 Per Set of 24

Recipes for These Rolls FREE On Request

FACTORIES:
536 Broome St., New York,
and Stapleton, S. I.

JABURG BROTHERS

10-12 Leonard Street

New York

WAREHOUSES:
1-3 Worth St., New York
14 Leonard St., New York

WOODENWARE - SHOP -



AND STORE FIXTURES

Will help all around if you mention BAKERS' REVIEW.

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Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

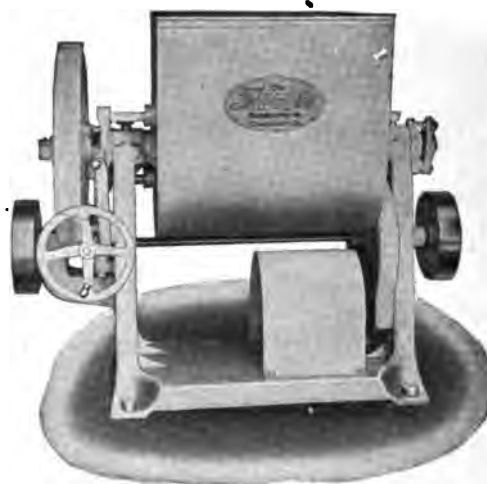
Ask for detailed description and price.

The J.H. Day Company

1144 Harrison Ave., Cincinnati, O.

Here is the Latest Type Triumph Dough Mixer

*Safety First
Friction Drive*



Built in One to Four Barrel sizes.
Finished in Sanitary, White enamel.
Fitted with pulley or motor, gas or
gasoline engine.
Two extension pulleys on motor drive.

To avoid accidents—all gears enclosed.
Mixer can be started or stopped without
shutting off power.
Note plain, simple design.
Uses less power—gives increased yield.
Bronze stuffing boxes. All cut gears.
Motor is covered—is easily cleaned.
One price—no extra charges asked.

*Write today for prices or ask our
Representative*

Place Your Order Now

The Triumph Mfg. Co.

3400-3408 Spring Grove Avenue

CINCINNATI, OHIO

Member National Association of Master Bakers

ICE CREAM IS A BIG MONEY MAKER DURING THE SUMMER MONTHS



THE TYSON

*Model "C" Horizontal 40 Quart Brine Ice
Cream Freezer, Belt Drive, with
Fruit Hopper*

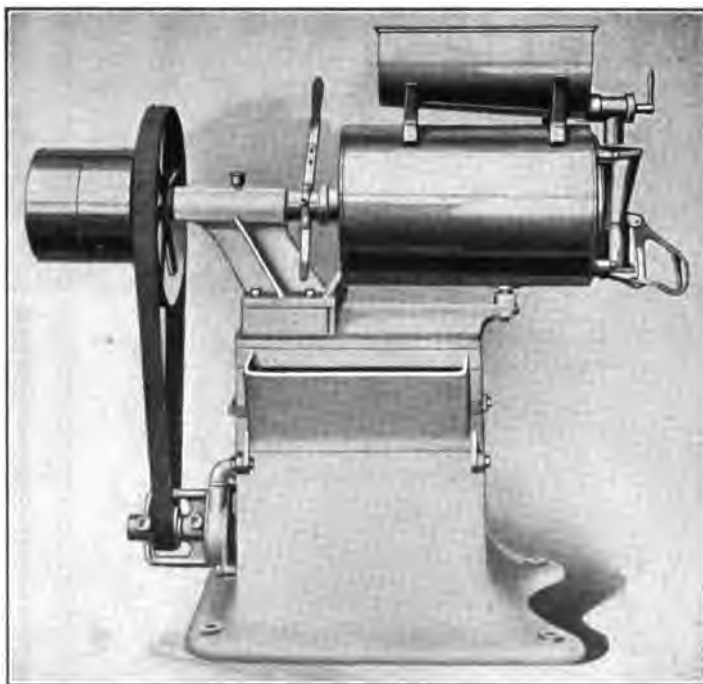
PATENTED

ARE YOU EQUIPPED
TO GET YOUR SHARE
OF THIS BUSINESS?

If not, get in touch with
us and we will show you
how to make a big profit
on a small investment dur-
ing the summer months—
when the regular Bakery
Line is rather slow.

OUR PRODUCTS

Tyson and Miller-Tyson Brine
Ice Cream Freezers, Mixers,
Tyson Pumps and Brine Pro-
ducers

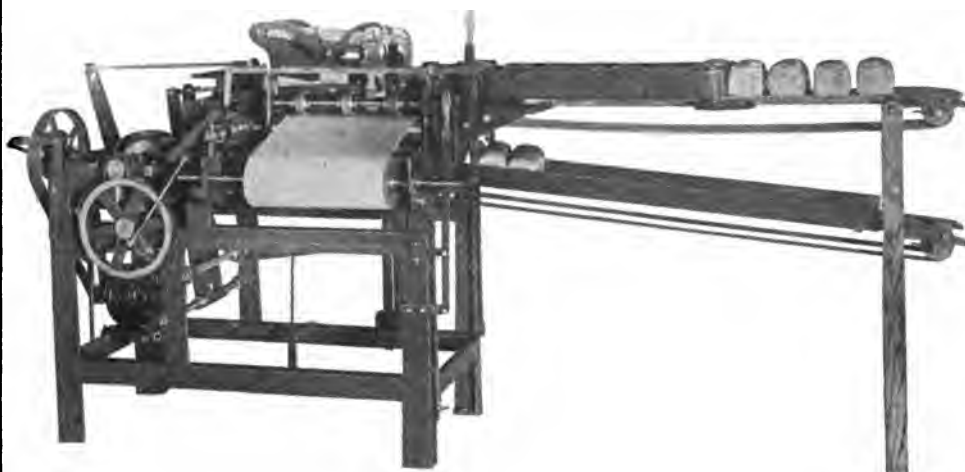


THE TYSON JUNIOR

*20 Quart Horizontal Brine Ice Cream Freezer, Belt Drive.
This cut shows Pump, Brine Box and Freezer
in one unit—PATENTED*

THE MILLER PASTEURIZING MACHINE CO.

201-225 9TH STREET, S. W., CANTON, OHIO



The New Model **HAYSEN** Bread Wrapping Machine

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

More than 150 HAYSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSEN MFG. CO.

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BAKERY EQUIPMENT

OVENS MACHINERY

BAKERS REVIEW

VOL. XXXIII

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No. 2

Practical and Technical Studies of the Baking Industry in Europe

By L. C. Klitteng, Isle of Laesoe, Denmark, on His Trip Around the World, 1912-1918

[Editor's Note: One of the most interesting visitors to our office in many moons was the author of this article who in 1912 started on a trip around the world which he expects to complete in August 1918. Mr. Klitteng is a competent Danish-pastry maker, and he has already demonstrated his abilities in Raucher's, Washington, (where some of his handiwork graced the tables at the wedding of President and Mrs. Wilson). While in New York, he demonstrated at Gertner's bakery, Broadway, which supplies dining rooms owned by Herman Gertner. Mr. Klitteng has credentials of the highest order, and he will prove to be an interesting personality to all colleagues whom he may meet while on his journey across this continent. We believe he will find much to interest him in this country, and hope his experiences with America's bakers will cause him to conclude that on the whole, the bakers here are the best in the world.]

We bespeak for Mr. Klitteng a hearty reception in this country] "WHAT is meant by studies in our industry?" This question was once asked me by a boss baker with whom I was discussing trade conditions in the respective countries I had visited. It is regrettable that there are men in our line who believe that after an apprenticeship of four or five years, a journeyman service of several years, and then the establishing of one's self in business, there is nothing further to learn in the profession and that one has completed his vocational study. This fact in itself demonstrates how very backward the baking industry still is and that many shops are still operated according to very old-fashioned methods, even in these advanced times. Happily, however, in the past ten to fifteen years decided progress has been made along many lines in our industry, which is to be attributed in no small measure to many trade schools which have been established in many countries, where practical, technical instruction is given, and where the young baker gains knowledge on many points which he was never taught during his apprenticeship, although his employer may have given the apprentice the best possible training according to his opinion. But this does not suffice in these times. In these days it is necessary, so to speak, to look through "scientific eyes," and—as we all know—science was not much of a factor in the old-time bake shop.

Of course, the best and most practical training is that which is obtained in going from city to city, and even from country to country, and working in the different shops, becoming acquainted with the various methods of operation, the use of modern baking machinery, and seeing the equipment of the respective plants. The methods of operation often vary under different climatic conditions; then, too, the experience the young baker has from close intercourse with different peoples is educational. However, it is very often impossible for the young baker to take such extended wanderings no matter how great his "Wanderlust" may

be, for traveling is expensive and money is usually one of the smallest possessions of the apprentice baker. Nevertheless, as a very young man I decided to learn my trade from A to Z, and to travel the world over to study baking conditions in foreign lands as well as at home. I will soon complete the eighteenth year of my journeyings and will describe a few of my observations of the leading cities of Europe, particularly London, Paris, Vienna, Berlin, Petrograd and Warsaw.

BAKING TRADE CONDITIONS IN PETROGRAD

I arrived in what was then St. Petersburg, during the winter of 1907, after an eighteen-hour train trip from the pretty little town of Helsingfors in Finland. Upon arriving in "holy" Russia I realized the fact that I had failed to take into consideration the severity of the Russian winter. The thermometer pointed at 40 degrees below zero, Fahrenheit. My high hat, my thin shoes, and light overcoat were quickly exchanged for more suitable apparel. In Finland I had made the acquaintance of a traveling representative of one of the large flour mills in central Russia, and we now journeyed together. I spoke no Russian, but, as he had a slight knowledge of the German language, we managed to get along nicely. As his position brought him in contact with the baking trade, he very kindly introduced me to various bakers, and I was soon installed in a Russian bake shop giving practical demonstrations in the art of Danish baking, my traveling companion acting as interpreter.

My first impression of a Russian bakeshop was something horrible. I had never been in such a dirty, grimy shop before. The ovens, all of which were in operation, emitted a thick cloud of smoke permeating the entire premises; smoking lamps were placed on all tables and troughs of dough. The ordinary lamp with glass chimney was not used there, but a lamp filled with thick Russian petroleum with a wick inserted, which gave out a stream of smoke even more disagreeable than that of the ovens. A table with the necessary raw materials was placed at my disposal, and I commenced my work; after making my doughs I placed the cakes on the pans to raise. While busy at the ovens I had put my watch and gold chain near a box at the corner of my table. After I had finished I noticed that my watch and chain were gone—in a word—they were stolen; to my inquiries they replied that I must have left them at the hotel, but I am confident that the next day these articles of mine took the form of bottles of vodka. However, what was of more importance, my demonstrations were a success and realized large sales in many bakeries. The Russians are great lovers of fine pastry and fruit tarts and the amount produced and consumed in St. Petersburg is almost incredible. The flour produced in this country has great strength, and the yeast is exceptionally good, while the butter and fruit fillings are really very fine. When I again visited

St. Petersburg in 1912 there was a "strike" on in the trade. This, however, was scarcely noticeable, as labor organizations find very little recognition in Russia, and the population is so enormous that it is always a very easy matter to refill the ranks—and for a mere song. The highest paid workmen are those employed in the Kurland bakeries, of which there are a number in St. Petersburg, these receiving about 60 rubles monthly,



not including board or lodging. The second and third grade baker receives from 40 to 50 rubles. This money was used mostly for the purchase of vodka. This vodka drinking habit had become so serious that many journeyman-bakers possessed no other clothing than their dirty working clothes; often, too, during the "off-hours," they sleep in the bakeries, as the rooms are warm, bed rooms in Russia never being heated, for which reason they also take their meals in the bake shop. The food is mostly served in large, wooden bowls, while five or six men sit about and eat from one receptacle with horn spoons. The money that is not spent for vodka is used for the purchase of cigarettes. Every Russian workman smokes a large amount of cigarettes, not only during his "off-time," but during working hours. The latter is prohibited by the health department, but what cares the Russian for laws or regulations. The phrase that but little law exists in Russia has more than passing significance.

BETTER CONDITIONS IN WARSAW

In Warsaw conditions are much better. The influence of European civilization is more perceptible everywhere, also in the bake shops. Mikler's bakery in Warsaw is a mammoth plant, having its own mills, etc. The population of this city is about 1,000,000, and in making comparisons I might mention that Mikler's in Warsaw is about on a par with the Ward Baking Company in New York. On the fine, broad street, *Nowy Swiat*, is Lapinski's renowned bakery and confectionery, where I also gave a practical demonstration and succeeded in introducing Danish baked goods. The quality of Lapinski's output is of a higher grade than that of Mikler's; indeed, it compares very favorably with the products of the best shops in Vienna and Berlin.

BERLIN SHOPS IN FRONT RANKS OF TRADE

As to Berlin, we must admit that the bake shops there are conducted according to the most advanced methods and have the most modern equipment. Take for instance, the establishment of Robert Heil, Koeniglicher Hofbaecker, in Dorotheenstrasse. This is one of the most up-to-date bakeries I have

seen in Europe, and the output, particularly rolls and white breads surpass in quality even the Vienna white breads. The goods of Joseph Breunig, Singerstreet, Vienna, cannot compete with those of Robert Heil in Berlin, although Vienna is considered to hold the world championship for its baked goods, why, I am unable to explain. I must admit, however, that their pastry and confectionery productions are of the very highest order, in quality and style approaching those of Rumpelmayer in Paris.

RUMPELMAYER'S IN PARIS—FINEST IN EUROPE

Of Rumpelmayer I will say only a few words. This is undoubtedly the finest bakery and confectionery in Europe, yes, I may say, in the world. I had the pleasure of giving a practical demonstration of my work there, and I am proud to say that they now regularly carry a line of Danish baked goods, which has found great favor with the Parisians.

The Vienna Bakery in Paris, in which I also made practical demonstrations, has been completely destroyed since the first year of the present war, the windows having been smashed, the marble buffets with contents being dragged in to the streets and the whole interior being ransacked.

LONDON HAS WORLD'S LARGEST BAKING PLANT

The largest baking plant in the world is unquestionably in London; this, however, is not exclusively a bakery or confectionery, but it supplies its own restaurants, as is the custom with many London bakeries. Lyon's in London is as widely known as are Krupp's guns in Essen, Germany. There are 14,000 people employed, 1,000 of whom are engaged solely in the packing and delivery departments for distribution in various parts of the world's largest city. Hill & Son, an establishment of considerable size, specializes in bread, while Harrod on Brompton Road has acquired a reputation for its fine cakes, pastry and tea. This bakery is largely patronized by the aristocracy and at the time I was in England delivered large quantities of baked goods to the palace.

If time and space allowed I could go into fuller details on this subject, but I hope to have the pleasure of sending in further contributions to BAKERS REVIEW as I continue on my trip around the globe.

BAKED FOR THE PRESIDENT'S WEDDING

My first demonstration in the United States was at Rauscher's in Washington, where I baked a line of fine Danish pastry for the wedding of President and Mrs. Wilson last December. I have found the quality of the raw materials here, particularly the butter, to far exceed my expectations. As to yeast, I have used Fleischmann's for many years, the first time at North



Some of Mr. Klitteng's Handiwork at a Recent Reception

Cape, where I obtained a package from the baker of a tourist steamer cruising in the Northern water, and last summer while in the West Indies I received a package fortnightly from a steamer plying in those waters, and whether in the north land or in the tropics the quality was always very satisfactory.

The technical equipment, ovens, etc., of the baking plants of the United States, as well as the scientific and sanitary methods of operation, are of the most modern type.

In regard to my trip around the world I will say in further detail that the time estimated for same was about six years, i. e., from my departure from Copenhagen on August 17th, 1912 until my return to Denmark, August 14th, 1918, on which date I expect to celebrate the twenty-fifth anniversary of my entrance into the baking trade, and will retire to my residence on the small ideal island of Laesoe in Cattegat, where I hope to find

the necessary seclusion to write a detailed account of the experiences of my trip and observations of the bakeries and confectioneries that I have visited in the different countries on my journey around the globe. These will later be compiled in an illustrated volume which I hope to have published in several languages.

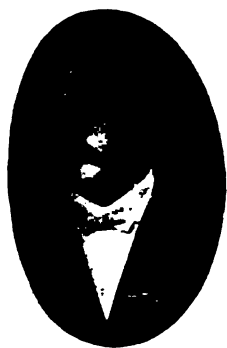
My itinerary is as follows: Copenhagen to Sweden, Finland, Russia, Poland, Germany, Austria, Switzerland, France, Belgium, England, the Danish islands of St. Thomas and St. Croix in the West Indies, New York, Chicago as well as other large cities in the United States and Canada, then from San Francisco or Vancouver via Honolulu to Tokio, Yokohama, Vladivostok, Peking, Shanghai, Singapore, then to Borneo, Sumatra, Java to Australia, returning via Siam, India, Ceylon, Arabia, Egypt, Greece, Turkey, Italy, Hungary to Copenhagen.

* * *

Closer Supervision of Raw Materials in the Bakeshop

By F. C. Stadelhofer*

ON THE 31st of December some fifteen years ago, I was requested by the general manager of the firm I was working for, at that time, the largest bakery in the middle west, to take stock of all raw materials on hand. As natural as this was, it was nevertheless a surprise, as I had then already been a number of years with the firm, and such a request had never been made before. However, I soon realized the importance of it. The following year we took stock twice, and to-day, so far as I know, it is taken quarterly.



F. C. STADELHOFFER

This taking stock for the first time certainly proved to be a revelation. What we discovered that time was a shame and a sin. Yet, I venture to say that similar conditions exist to-day in eighty per cent. of all bakeries in the United States. We found goods of all description on shelves and in the store room in the cellar, which were so old that they were spoiled. Others had deteriorated in strength and flavor, so we had to use twice the regular quantity to get, at the best, doubtful results.

Gentlemen, it is my belief, if we could take stock simultaneously in every bakeshop in the United States, we would find enough half-spoiled and spoiled stuff, the value of which would feed every hungry mouth in Poland, for the duration of the present war.

CAKE MATERIALS BOUGHT RECKLESSLY AND HANDLED CARELESSLY

Of course, these conditions apply mostly to the cake shops where the articles used for manufacture are more numerous and for that matter also more costly. Such conditions indicate reckless buying and careless handling of goods, as well as help. It is one of the commonest arguments encountered, "Well if I could be in the shop myself continually, these things would not happen" or "It makes no difference what I buy, my baker or bakers will use it as they see fit." You may as well let your men handle your cash register indiscriminately, as well as your raw material. It is absolutely necessary that you have control over your help as far as the use of raw materials go.

We reconstructed our way of handling ingredients for the bread department. These had been scaled by a special man for that purpose. We now changed our way of scaling. We got several platform scales, put our full bills on them, and scaled backwards. For illustration, a bill of lard weighing net, 482 lbs., instead of weighing out of this in various buckets onto the scale for individual batches, we set the scale back, say 12 pounds, took enough out to make the scale balance, and kept on until the bill was empty. If ever you make this test, you will find that you will be from ten to fifteen pounds ahead of the game. This applies to every other ingredient used in bread, and besides gives you a better check on the correct net weight of the package as the tare will have to correspond with that which was marked on the package. I have seen this system adopted in several large shops with good results.

PLATFORM SCALES A NECESSITY

But no matter how small a business is, it should not be without a platform scale on which every package is weighed that comes in. All guess work in the shop should be eliminated, formulas should not be changed without you being consulted. Suggestions from a journeyman in whom you can trust may frequently lead you to change your formula with the result to reduce the cost. But on the other hand, allowing your men to use the raw materials as they see fit, will eventually force you out of business.

The increased and steadily advancing cost of raw materials should and will teach you to wake up to the realization that your profits are dwindling to a mere nothing.

There is something radically wrong in the baking industry. For several years we hear from all sides about the high cost of living. Everything is advancing except bread. The bakery business is good everywhere, but the general cry is, "There is no money in it." We hear this everywhere, nothing like this ever happened before, we don't know what to do." Now is not that the best reason in the world why you should learn quickly what is best to do, and then do it? Why is this the case? Whose fault is it? Surely not the public's. The public will eat bread no matter what it costs, and it wants good bread and cakes, therefore give it to them, but exact your pound, for surely nobody earns it more than the baker.

A SPLENDID AID TO BUYING

When you begin to understand the immense value of control of raw material, you will find it a splendid educator for buying, for then you will commence to buy only the best.

*Paper Read at the Oklahoma Master Bakers' Convention.

You will stop buying substitutes of doubtful value, and stock up your shelves and closets with stuff which eventually finds its way onto the garbage pile. Pure high grade raw materials mean high grade goods, and high grade goods are, in the end, always the cheapest.

Take for instance, spices and extracts, a spoonful of Saigon cinnamon at 80 cents a pound goes for further than a fist full of Zanzibar cinnamon at 25 cents a pound. A teaspoon of genuine vanilla extract goes further than a dash out of an open gallon bottle of so-called vanilla flavor. Aside from the improvements in the finished product.

The exercise of such control of raw materials will also bring about the proper buying of it. That is, the buying of the right kind and at the right time, and furthermore, it will make you keep your pencil to hand, and make you figure the cost of your production.

A FEW EXAMPLES

You cannot make two kinds of goods, cheap and bad, or expensive and good, it won't work. It is a serious mistake, and bad policy to cut down on ingredients. When you find that the raw materials for a certain piece of goods are getting too high, the only proper procedure is to cut the size, increase the price, or quit making it. Allow me to give you just one example about one kind of sweet goods. Are you aware of the fact that every one of you making sweet doughnuts, are losing money on them just now, if you sell them at the usual price of ten cents a dozen? If you will try it, you will find that it takes one gallon of oil to fry twelve dozen doughnuts at ninety cents a gallon. And you will have to have this oil just right, for if it is the least bit cold, you cannot fry more than ten dozen. The result surely does not need any further explanation.

Let me illustrate by a few figures how necessary it is for the small man, who has no machinery, to keep his pencil busy in regards to bread. Let us figure as a basis, the flour to be \$6.00 per barrel. You get, approximately, 320 pounds of dough from it. Scaled at 13 ounces per loaf, this makes 386 loaves. These, sold at 4 cents, would net \$15.44.

Approximate cost of raw material	\$7.50
Cost of wages 20% of raw material	1.87
Cost of selling and delivery, 20% of raw material	1.87
Rent, fuel, light, insurance, and depreciation, 20% of raw material	1.87

Total \$13.11

This leaves, apparently, a profit of \$2.33 per barrel, or a little over 14 per cent., with which we could be safely satisfied, if it were not for the fact that we must not forget, the losses of scaling by hand, and the stale proposition, which reduces the last figure materially.

The man selling for 3½¢ to-day, is practically working for charity. If you go over your books for a year, you will find that these figures are conservative. Very frequently, I hear a baker say that a cake mix costs him \$1.00, and that he gets \$1.75 out of it. So, consequently, he makes 75¢ where if he would add 45 per cent to the cost of his raw material, he would get much closer to the real truth of his profit.

Close supervision of your own raw strength and ability, and confidence in yourself, will pull you off the narrow gauge, and put you on the broad gauge to success. Thus will you get the pick of the business, and not what is left. And not by watching and imitating the other fellow who is slowly but surely strangling himself to death.

THE NECESSITY FOR CONSERVATION

After all this, there is one more feature which may be classed under this heading. That is, the conservation of strength, health and energy. How easy it is, to get on the wrong track in this line will at once loom up to all of us, when we think back for twenty years, only. That time, we all thought it was impossible to get a day's work out without using most of the day to do it, and speaking of a day, I mean it as what it is figured for on

the calendar, namely twenty-four hours. All of the older ones here, have among their memories, recollections of over taxation of energy in by-gone days, which are almost incredible.

The relentless wheels of progress, plus the awakening of ourselves, has swept these conditions away, and are placing the baking industry on a par with any other. Scientific researches have proved beyond a doubt that a man can accomplish more per hour when he works a reasonable number of them per day, than when he works unreasonable hours. The bakers have been slower at coming to a recognition of these truths than other craftsmen, and some are still thinking and acting along the old lines, but wherever you find these, you find them dull, unsatisfied and unprogressive. You don't find any enthusiasm when you talk and boost for a convention of this kind. Yet, gentlemen, the strides we have made in the last twenty years are splendid, and it is my opinion that it is impossible for an individual to block progress in any line of business. Just as impossible as for an individual drop of water to resist its millions of brothers in going over the brink of Niagara Falls.

Close supervision of the physical raw materials of which our own bodies consist, means better health. Better health means better efficiency. Better efficiency means better work. And if these, and all other things are blended into an harmonious whole, it means satisfaction and contentment to ourselves, and a benefit to human society.

* * *

Rise in Metal Costs

Flour and other materials used in baked goods are not the only items used by the baker that have been jumping in price. Even the raw materials which are utilized in the manufacture of various appliances for bakers have taken a sky-ward turn. As usual, "on account of the war," the cost of iron, steel, tinplate, copper, galvanized ware, and similar metals has advanced far beyond normal; and some of the bakers' appliance manufacturers have had a difficult time getting some of their supplies even at the higher prices.

The advanced prices on bakers' pans, tools, utensils, etc., would seem to be inevitable under these conditions.

Furthermore, bulletins issued by U. S. Steel interests and other large concerns would lead us to believe that even after the war stops, there will be a long period during which top prices will be paid for all kinds of metal. Many mills are reported "sold" for several years to come, and it is said that peace requirements for metal wares of all kinds will be enormous for the purposes of reconstruction and the rebuilding of all industries.

* * *

Modify Decision on Guaranty Legend

Labels of food and drug products containing the guaranty legend and serial number issued under the Food and Drugs Act, which were printed prior to May 5, 1914, may be used until May 1, 1918, according to Food Inspection Decision 167. This decision, which is signed by the Acting Secretary of the Treasury, the Secretary of Agriculture, and the Acting Secretary of Commerce, was issued after the U. S. Department of Agriculture had held a hearing on the subject and made an investigation of the number of labels bearing the guaranty legend and serial number which remains unused in the hands of the various branches of the food and drug industries. It was found that manufacturers and dealers in food and drugs products generally have removed the guaranty legend and the serial number from labels printed since the adoption of the amendment to the regulations for the enforcement of the act on May 5, 1914, prohibiting their future use, but that some manufacturers have on hand large numbers of labels, costing thousands of dollars, printed in good faith under previous regulations authorizing the use of the guaranty legend and the serial number, which they have not been able to use in the time allowed by existing regulations.

A Message to The Live Ones in The Baking Industry

Whether You Go To The Convention At Salt Lake Or Not, You Should Read This Article

THERE are two fundamental objects with the conventions of any business or fraternal organization. The meeting of the Master Bakers' Association to be held in Salt Lake City next August, will assemble the men prominent and skilled in this industry. The assembling of members of this organization for the purpose of exchanging ideas, reviewing the progress which has been made, and perfecting measures which will anticipate the forward strides on which the business must travel to keep abreast with 20th Century ideas, makes the convention the melting pot for the best talents that the organization possesses.

There is, however, another consideration of importance in connection with any meeting; i.e. the sight-seeing and educational possibilities represented in the convention city and its environs. As Salt Lake City in tradition, beauty and ideal surroundings is without a counterpart in America, we find that both these convention requisites admirably take care of any selection that has been made for the 1916 meeting.

The official roads have been selected and special trains equipped with cars embodying the most advanced construction known in the car builders art. These trains will be operated from Chicago to Omaha over the Chicago, Milwaukee & St. Paul Railway; Omaha to Denver over the line of the Union Pacific; and from Denver to Salt Lake City on the picturesque Denver & Rio Grande.

The first lap of the journey on the Chicago, Milwaukee & St. Paul Ry., carries the traveler across the most fertile and productive areas of the Mississippi Valley. Those portions of the States of Illinois and Iowa flanking the line of this company are noted for their prodigious yields of corn and high caliber live stock, and trim farm houses and huge barns dotted along the landscape unmistakably proclaim the opulence of the farmer.

West from Omaha, the itinerary contemplates the use of the Union Pacific. This historic artery of Commerce which was completed in 1869, was America's first transcontinental railroad. As far as the vision will carry on both sides of the railroad, the traveler finds wealth and plenty manifest in the fertile areas of Nebraska.

The trains schedule contemplated provides departure from Denver via the D. & R. G. R. R. shortly after midnight. This arrangement will permit those attending the convention to see the best of the D. & R. G.'s famed attractions in daylight. The splendor of the canyons, mountains and passes where the stupendous beauty of these mighty ramparts hurl themselves at the gaze, leaves the awestruck traveler with little room to question the right of the D. & R. G. to use its high-sounding appellation, "The Scenic Line of the World."

The time of the special train tentatively decided on contemplates departure from Pueblo at 6 A. M. The monster steel works and magnetic springs of this city are its famous features. About two hours later the train enters Canon City, immediately west from here, the line winds its way through the zig-zag labyrinth of the Royal Gorge. The intrinsic beauty of this tortuous path where the granite walls make a sheer rise of thousands of feet, and a tumbling river is the traveling companion of the Master Bakers' Special, impresses on the mind some of America's most beautiful scenery.

Pressing westward through this maze of mountain splendor, we pass through Salida, Buena Vista and Malta before reaching the Tennessee Pass, where the line attains an altitude of over ten thousand feet. Making a gradual descent

from Tennessee Pass, Glenwood Springs is reached at about 4 o'clock in the afternoon. The afternoon and evening will be spent at this resort. Here amid one of nature's most lovely spots is located the beautiful Colorado Hotel where arrangements have been made to stop for dinner and dance. This will be the only break in the journey from Chicago to Salt Lake.—There are splendid hotel accommodations and magnificently appointed bath houses, and one of the most wonderful natural swimming pools in the world where outdoor baths may be enjoyed summer and winter in water heated and mineralized by kindly nature.

SALT LAKE CITY AND ITS SURROUNDINGS

Salt Lake City is in a nook, or elbow, on the western slope of Wasatch mountains. The Jordan river passes through the western part of the city on its way from Utah Lake to Great Salt Lake. Numerous snow-fed streams of pure water find their way through the valley to the river and lake from magnificent mountain gorges, giving a water supply unequalled for purity and sufficient in quantity to supply many times the present population.

Almost within sight from the streets of the city are mountain dells of rare beauty and attractive summer resorts beside mountain lakes that for beauty rival any spot between the seas. One may have in the Salt Lake Valley the unique experience of visiting banks of perpetual snow, gathering fruit and flowers and taking a "salt water bath," all within the space of a few hours. No other spot is able to offer the salt air of the ocean, the refreshing breezes of the mountains and the matchless dry atmosphere which makes the West famous.



Sea-Gull Monument in Salt Lake City

Nature has aided man in making Salt Lake City one of the most beautiful in all the world. Overlooking a great valley, with the shimmering water of the inland sea at its feet, no better spot on which to build a city could have been found in all the West. From the University campus, several hundred feet higher than the business portions of the city, one has a view the beauty of which will cling to him as long as memory lasts. At his feet are the broad, tree-lined streets of the city, with neat and attractive homes. Here and there a great mansion or a lofty steeple towers above the foliage. Further on are stately office buildings, with the magnificent City and County building in the midst of a beautiful park to the south and the world-famous Mormon Temple on the north. To the east are the richly colored slopes of the Wasatch Mountains and beyond are great mountain peaks, many of them more than ten thousand feet above sea level, wearing their caps of snow. To the west, flashing in the sunlight like a mighty gem, is Great Salt Lake, more than eight times larger than the Dead Sea of Palestine and with water so dense that the human body cannot sink in it. The sunsets across the lake are most beautiful and have been the inspiration of some of the gems of America's greatest artists.

A ride through the city does not dispel the impression gained on the heights above. The streets are broad and well kept, many of them paved their entire length. An abundant water supply makes it possible to keep the surrounding of all dwellings green and masses of flowers greet the eye. Roses bloom in Salt Lake City from June until November.

The business portion of the city is washed daily, so that no dust offends. Streams of mountain water flow in the cutters on both sides of the street. Splendid buildings, one of them the tallest business structure between the Missouri River and the Pacific Coast, are on the principal streets and between them are well kept business blocks with attractive shop windows.

This is the city itself. But Salt Lake City is only part of the glory of the region. It is here that the tourist should come on his way to visit the Yellowstone National Park, the world's wonderland. In the rugged stretches of San Juan county, Utah, he will find another wonderland, containing the world's greatest natural bridges, one of which has an arch so high that the greatest ship that ever sailed the seas could pass beneath it without dipping the pennant on its topmast. Here also the tourist would find the relics of the Cliff Dwellers, who passed from the earth centuries ago, and he might employ himself trying to trace their unknown history from the hieroglyphics and utensils left behind.

The round trip fare from Chicago will be \$45.00 to Salt Lake City. On tickets through from Chicago to Yellowstone Park the fare is only one dollar more or \$46.00. Remember to order your ticket through to Yellowstone Park if you intend to go there after the convention as the local fare from Salt Lake City to Yellowstone Park is \$17.00 while the rate on through tickets is only one dollar more.

The Pullman rates are \$8.50 for double lower berth Chicago to Salt Lake City. A full section including upper and lower berth is \$15.30 Chicago to Salt Lake City.

A compartment with private wash room and containing sleeping accommodations for three or four persons \$24.00 from Chicago to Salt Lake City.

A drawing room, which gives even more commodious accommodations with sleeping room for as many as five persons costs \$30.00 from Chicago to Salt Lake City.

All meals in dining cars.

For rates to the California or Pacific Northwest with choice of routes going or returning from Salt Lake may be had by writing to J. M. Bell, National Secretary.

Hotel reservations may also be arranged through the Secretary's office.

Make your reservations early.

W. E. LONG, Chairman, Promotion Committee.

Jewish Bakers Celebrate

The Master Bakers' Federation, an organization of Jewish master bakers with headquarters in New York City, celebrated its first anniversary on April 19. The official publication of the association, *The Mediator*, participated in the celebration, which consisted of an entertainment, reception and ball. There were more than a thousand members and their friends in attendance, and Progress Casino, on Avenue A, was well-crowded.

Many of the prominent city officials were present to lend a light political touch to the affair. Joseph J. Hartigan, commissioner of weights and measures, Judge Wadhams, Attorney Ellwood M. Rabenold, and Editor Morse M. Frankel delivered addresses. Among the visitors were: George S. Ward, president of the Ward Baking Co.; W. S. Corby, president of the Corby Co., with a corps of Corby representatives; Frank W. Meyer, of The Fleischmann Co.; John Jaburg, Jr., of Jaburg Brothers; George P. Reuter, vice-president of the Malt-Diastase Co.; A. J. Gunderman, president of the New York State Association of Master Bakers; Max Strasser, honorary president of the State organization; George E. Millsbaugh, Bronx master baker, and Wm. H. Thomas, of BAKERS REVIEW.

Morse M. Frankel, editor of *The Mediator*, was presented with a beautiful loving cup, for his earnest and efficient services in behalf of the association since its inception.

WANT ARBITRATION WITH THE UNION

One of the principal purposes of the Federation is to have differences between the master and journeyman bakers fairly arbitrated. In order to place themselves thoroughly on record on this proposition, the members of the Federation adopted the following resolution.

BE IT RESOLVED: That upon this occasion of its first anniversary, the Master Bakers' Federation re-affirms its earnest advocacy of the principle of arbitration as the only effective safeguard against protracted disputes between employer and employee.

The master bakers assembled here, representing a united and unanimous Hebrew baking industry in New York City, declare their entire readiness to contract with the respective organizations representing the bakery workers, and by such contracts to obligate themselves to pay the prevailing rates of wages which range from \$21 to \$35 per week, to abide by the conditions imposed in such contracts including a nine hour day, and ten holidays each year with pay, and steady work all year, with the exception of the Passover holiday week when no bread is baked.

In return, the master bakers simply ask that a provision be inserted in these contracts whereby in the event of a dispute arising in connection with any of the contract terms or performance, the controversy shall be submitted to a Joint Board or Committee of Arbitration composed of representatives from the employers and employees, and an impartial chairman with power to make a determination or recommendation in the premises; and

BE IT FURTHER RESOLVED that copy of this resolution be transmitted to the secretary of each association representing the employees for their favorable consideration.

BE IT FURTHER RESOLVED that the \$10 exacted from each employer by the employee's association at the beginning of each year when these employers sign the agreements of the labor associations are only another form of extortion from those who are helpless, and that we use every honorable effort to put an end to this blackmail.

♦ ♦ ♦

Saponin Barred From Food Products

The addition of saponin to food mixtures which are sold for use in place of white of eggs is regarded by the Bureau of Chemistry of the Department of Agriculture as constituting adulteration within the meaning of the Food and Drugs Act. In "Service and Regulatory Announcements No. 17" it is stated that the practice is usually adopted for the purpose of concealing inferiority and that therefore it comes within the definition of adulteration in the Food and Drugs Act. Saponin is used extensively in so-called substitutes for white of egg for the purpose of producing foam and thus giving the articles a fictitious appearance of body and therefore of food value.

Preparing for Big Omaha Convention

The bakers of Iowa, Kansas, Missouri, and Nebraska are out to break a record this year. They have combined to make the first Trans-Mississippi convention and exhibition, a memorable event in the trade.

The bakers and other good people of Omaha are now perfecting plans for the taking care of a large number of visitors at the gathering which will be held at the Omaha auditorium June 12 to 15.

The following message from Frank Rushton, of Rosedale, Kansas, to the master bakers of his State is indicative of the enthusiasm shown in behalf of the convention, which it is believed will be one of the best in the trade's history. Consider Mr. Ruston's message:

"As the time is near at hand for the holding of the greatest State convention that has ever been held in the middle West, I appeal to you to try and make your arrangements so that you can attend and be able to lend all your support to the making of the greatest combined State convention that has ever been held.

"The advantages of this convention are such that it will be possible for you to have the opportunity of receiving information by your attendance, that is utterly impossible to get at a single State convention; the exhibition feature is well worth what it will cost to make the trip, as nearly all of the large manufacturers of bakery machinery will have exhibits there.

"The best speakers and most advanced men in the bakery business will be there to tell you what they know of the bakery business and how they have made their success; this matter in itself is opportunity seldom afforded the small baker. We know just how you feel about getting away from your business, it seems hard to do so because you have not got the habit.

"Now, fellow master bakers, throw off the yoke and get ready for this convention, be sure and go—it will make a new master baker of you. This is a big thing to say, but it is the truth and by all means think of one thing—if Kansas can grow the best wheat and make the best flour, it is certainly the master bakers' fault in the State of Kansas if we cannot bake the best bread. Let's all go to Omaha and show the committee that has worked hard to get up the best convention that will be held this year that we appreciate their untiring efforts and that Kansas is not only on the map, but that it is the one big State in the baking industry to-day. If in doubt or needing information, write me to-day, but by all means go to Omaha on June 12-13-14 and 15."

Mr. Rushton was the first president of the Kansas association, and is one of the brightest association workers in the land, so he knows whereof he speaks. Here is the convention program; look it over. It should tempt every baker in the four States:

Program

MONDAY, JUNE 12TH—8 P. M.

Initiation Ceremony. Ak-Sar-Ben Den.

TUESDAY JUNE 13TH—10 A. M.

Opening of Exhibition and Convention.

Address of welcome by Hon. Mayor Jas. Dahlman.

Response by President P. F. Petersen.

Greetings from the National Association, represented by Fred S. Freund, St. Louis.

Greetings of the different Associations.

President's Address.

Appointment of Committees.

Reading of Communications.

Paper by Frank Rushton, Rosedale, Kans.

Discussion led by Fred S. Freund, St. Louis, Mo.

Paper by F. C. Stadelhofer, St. Louis, Mo.—"Odds and Ends About the Baking Industry."

Discussed by Jacob Schouten, Keokuk, Ia.

WEDNESDAY, JUNE 14TH—10 A. M.

Question Box.

Paper by Leo Mulgrew, Dubuque, Ia.

Discussed by Henry Hohengarten, St. Louis, Mo.

Paper by Harry Gobrecht, Chicago, Ill.

Discussed by Chas. H. Allstedt, Waterloo, Ia.

Paper by Jay Burns, President N. A. M. B., "A Greater National Association of the Baking Industry."

At 2:30 P. M.

Sectional meetings of different State Associations.



P. F. PETERSEN,
Chairman



T. F. NAUGHTIN,
Secretary

THURSDAY, JUNE 15TH—9:30 A. M.

Paper by Harry Boeckenhoff, Des Moines Ia.: "Profitable Retailing."

Discussed by Chas. Ortman, Omaha, Neb.

Paper—by A. T. Seeley, Lincoln, Neb.—"Profit on Retail Wagons."

Discussed by M. Hoffmann, St. Louis, Mo.

Discussions of questions.

Unfinished Business.

New Business.

Report of Committees.

Report of Secretary and Treasurer.

Nomination of Officers.

Election of Officers.

Selection of Meeting Place for 1917.

Introduction of New Officers.

It is promised that the convention will work positively on schedule time. A wonderful exhibition has been arranged, which should be of interest to every baker.

The local entertainment committee is arranging special entertainment for the ladies and something unusual is promised for the evening entertainment at the auditorium.

♦ ♦ ♦

Charles S. Sharpe New Eastern Manager

Arthur Fosdyke, the genial general manager of the Hubbard Oven Company, hied himself to New York on a flying trip last month, and improved the occasion by promoting Charles S. Sharpe to the management of the New York office. Mr. Sharpe has been associated with the Eastern department for the past five years, and has been a conscientious, hard-working, and successful representative of the Hubbard interests, and one of the most popular oven salesmen in the East. His promotion is well-deserved.

Mr. Fosdyke reports business in excellent condition, and we are sure that under his able management, the Hubbard Oven Co. will continue to grow and prosper. His genial, yet forceful, personality has earned him many well-wishers in the trade.

Illinois Preparing

The following are some of the items in the uncompleted program for the Illinois Master Bakers' Convention to be held in Springfield May 9, 10, and 11, 1916

The convention will open Tuesday afternoon at 1:30.

The National Association will be represented by Treasurer Fred S. Freund, St. Louis, and besides the greetings and reports of officers as usual at the first session, there will be an address by Theodore Soellinger, E. St. Louis, and another address on "Retail Cake-Making Problems." The name of the speaker has not been announced owing to an upset of perfected arrangements.

The evening session will present the assistant pure food commissioner, John B. Newman, and possibly Commissioner W. Scott Mathews. This will be followed by the ceremonials of the Salty Order of Pretzels in charge of Master Little Twist Arthur Fosdyke.

The morning and afternoon sessions for Wednesday will be "For Bakers Only." The report of the Committee on Education for Bakers will be presented and given full and careful discussion. Addresses will be given on "Education for Bakers," and "Goods from Baker to Consumer," "Improved Methods of Bread Making," and "The Strength of Wheat Flour." A discussion will be conducted on the subject "Essentials to the Success of a Retail Bakery." The speakers will be as follows, so far as can be announced: Prof. S. W. Parr, Chemistry Department, University of Illinois; Prof. C. H. Bailey, University of Minnesota and also of the faculty of Dunwoody Institute, Minneapolis; J. Fleetwood Connelly, Springfield, and W. H. Keig, Rockford, a past president of the association. The evening session will be open to every one and a beautifully illustrated stereopticon lecture by Prof. Leffingwell, Chicago, which has been arranged for under the auspices of the National Association of Master Bakers, will be presented; this will be followed by an entertainment and lunch. It is hoped that National Secretary Bell will also be present at this time.

Thursday morning the last session will be held. This will be open for bakers only. An address by Prof. Bailey is arranged for and one by a very prominent baker of a neighboring state is in discussion with sincere hopes of a successful issue. Prominent members of the association will take part in this closing session to make it one of the strongest of the whole convention.

The present officers of the Illinois association are: President, Andrew Schneider, Arcola; vice-president, Chas. A. Paesch, Chicago; secretary, E. T. Clissold, Chicago; treasurer, George Geissler, Joliet; Executive Committee—George Grimm, Peoria; Herman Kind, Elgin; B. H. Dahlheimer, Chicago, and J. C. Gmelich, Peoria (president 1915); Advisory, J. H. Chapman, Chicago.

* * *

St. Louis Bakers Bowling Club

At one of their recent weekly bowling evenings at the Planters Hotel Bowling Alleys, the bakers had several visitors who watched the games. Among those present were John Baker, Sr., Peter, Derlein, John Hoerr, F. H. Hohengarten, H. J. Hartmann, S. Farmer, Fred Freund, A. S. Purves, of the BAKERS REVIEW, and T. Whittig, bakery architect. One of the features of the evening was a match between Fred Freund and Peter Derlein, and another between Derlein and John Hoerr; as usual Peter was successful in getting several hits. He was in great form.

Remember the Tri-State

Big Convention and Exhibition at Toledo, June 6, 7 and 8. It will be worth your while to come.

Biscuit and Cracker Manufacturers

The officers of the Biscuit and Cracker Manufacturers' Association have decided upon June 20 to 22 as the dates on which the annual convention of that organization will be held. Headquarters will be established at the Hotel Sherman, Chicago. Secretary W. M. Brownell and the program committee are preparing the program which will be announced later.

* * *

Big Wagner Bakery Open

Every grocer, restaurateur, and general dealer in the city of Detroit was invited to the opening of the mammoth bakery of the Wagner Baking Company in that city. The week beginning April 23rd, and ending April 28, was known as "dealers' week," and the dealers in the beautiful lake city flocked to see the newest and biggest bakery in the State—it has a capacity of 250,000 loaves daily.

The Detroit Retail Grocers' Association was extended a special invitation, which is reproduced herewith. It was done on heavy paneled wood, 42 inches square, and was hand-painted in red and gold.



The man standing beside the invitation is S. O. Lindeman, the well known bakery advertising expert. Mr. Lindeman supervises the advertising of the Wagner company.

* * *

New Machinery Firm in St. Louis

St. Louis has a new bakers' machinery firm. Becker-Hartmann is the name of the new firm which was established on April 1. John H. Becker has been manager of the St. Louis sales agency of the Read Machinery Co. for five or six years, while H. J. Hartmann, the other partner, was formerly with the American Bakers' Machinery Co., of St. Louis. The new firm will engage in the sale of bakers' machinery of every description in the Central and Southern States.

* * *

N. E. Gourly, of Havre, Mont., has installed a Champion divider, moulder, rounder, and cake machine recently purchased from E. Recht, representative of the Champion Machinery Company, Joliet, Ill. Mr. Recht has just returned to headquarters from a trip to Montana, and reports business flourishing in that State.

EDITORIAL

Charles B. Thompson, Editor

Increasing Costs

DURING the past two years there has been an average increase of twenty-five per cent. in the costs of thirty different materials used in the shop. This conclusion is based on a thorough investigation by a prominent accountant, as outlined on another page of this issue. Mr. Krebs is familiar with bakeshop costs, so that he knows whereof he speaks.

But has the average baker acquainted himself with the facts?

He hasn't because he does not keep a graphic record of his costs. He doesn't know where he is at. If the cost had risen fifty per cent. instead of twenty-five, he would probably feel a dull, pressing ache in the vicinity of his bank account; he would realize that materials had increased in price, but he couldn't tell how much.

It is the lack of exact information on rising costs that is causing the baker many anxious moments. He is worried because there is more going out than there is coming in; and he does not intelligently undertake to determine why. If he had kept a record of each purchase with information as to the price, etc., where it could be easily found, the knowledge thus gained would enable him to identify every fluctuation in price. Knowing the exact cost, Mr. Baker would be able to increase the price of his goods, or to decrease their size, to a point commensurate with reasonable business practice.

Read Mr. Krebs' article. It should lead many bakers to determine their position in these days of rising costs.

* * *

Home-Made Bread in England

THE bakers of England are up against a peculiar situation. Recently advertisements have appeared in the public press urging housewives to return to their early drudgery—baking at home. Practically all of the bread consumed in England is the product of the commercial bakery; but war-conditions have encouraged a sort of inclination towards "home-baked." However, it has been proved to the satisfaction of many people who have tried kitchen baking, that commercially-baked bread is more economical, therefore members of the trade in England are not worried as to their future position. But they are worried over possibilities of bankruptcy under the present condition of the material and labor market.

Let us hasten the day when home-baking will be a thing of the past in this country; when bakers' bread

will have become so superior and economical, that housewives will not attempt to continue an unequal competition.

* * *

Why?

WE HAVE looked into the matter quite carefully, but we have never been able to fathom why most bakers scale their ten-cent loaves less than twice the weight of the five-cent size. Many bakers give fourteen ounces for a nickel, and twenty-six for ten cents; or thirteen ounces for five, and twenty-four for ten; or twelve and twenty-two. At the same time they are trying to educate the public to the fact that the dime loaf is the better buy.

Why should a customer, accustomed to pay five cents for a unit of bread, be expected to pay ten cents for a loaf less than twice the size of the smaller?

It is claimed that the ten-cent loaf is the better of the two. True, but the manufacturing cost of the lesser-size is practically as great as it is on the larger; it is easier to sell one of the ten-cent variety than it is to sell two at five; the big loaf is a step towards increasing the consumption of bread; the unit sold for five cents becomes stale more quickly than the one sold for ten cents; therefore ten-cent trade is more satisfactory to the baker. Considering the situation in this light, why does the baker try to attract the housewife to the five-cent size?

A good ten-cent loaf, sold right and advertised right, is the salvation of the bread trade. But, put it up to the housewife in such a way that she will be unable to find any loop-hole in favor of the continued use of the five-cent loaf; in other words, make her completely satisfied that she is getting full value in the loaf that you are trying to sell.

* * *

Federal Aid for Vocational Education

BAKERS are urged to do everything in their power to help in the adoption of a referendum recently submitted to the members of the Chamber of Commerce of the United States to secure Federal aid for vocational education. The following recommendations are made:

Liberal Federal appropriations for promotion of vocational education in the United States;

That Federal appropriations should be allotted among the states upon a uniform basis and should bear a uniform relation to appropriations made by the states for like purposes;

The creation of a Federal board, to be representa-

tive of the interests vitally concerned and to be compensated sufficiently to command great ability;

That the Federal board should be required to appoint advisory committees of five members each, representing industry, commerce, labor, agriculture, home-making, and general or vocational education.

Well-trained bakers are a future necessity, and it is well that we conserve the interests of the industry by creating as many intelligent operatives as possible. And the aid of the Federal government should be enlisted in the making of better workmen, for better workmen will make this country a better place to work and live in.

* * *

Commercial Disease

“**C**OMMERCIAL DISEASE” is a new term for a long-standing condition. It is still in existence in the baking industry. Pessimism—knocking—what could be worse? Pessimism eats away at enterprise; knocking tries to stop enterprise. Pessimism can't find anything good in anything new; knocking tries to eliminate the good by talking about the bad. In many respects the knocker is worse than the pessimist, because he tries to tear down what has been built up by the efforts of another.

The continued prevalence of the pessimist and the knocker retards maximum progress in the baking industry.

* * *

Bread Law Killed

The New York State Senate, by a vote of 30 to 18, rejected the Walker-Coffey bill, which was intended primarily to cause the labeling of all bread which contained ingredients not specified in the bill, or “not commonly sold at retail as food.”

* * *

Studebaker Trucks Endorsed

Endorsement of the new Studebaker delivery trucks is shown in the recent purchases made by the U. S. Mail Department. Initial purchases called for 14 of the half-ton models for Philadelphia, 10 for Chicago, 9 for Indianapolis, and 4 for St. Louis. The selection of Studebakers was the result of exhaustive tests of a number of leading makes of trucks.

The Studebakers to be used in the government mail service are of standard mechanical construction and are fitted with the regulation type of body used in the mail department.

In addition to the half-ton models, the Studebaker Corporation this year is offering a line of one-ton trucks. Both types are proving popular with bakers all over the country. In fact, the demand has forced a tripling of the output, which is fixed at 10,000 vehicles for 1916, thus placing the Studebaker Corporation as the largest builders of commercial cars of similar capacities.

The line of half-ton Studebakers includes the panel delivery, \$875; open express, \$850; station and baggage wagon, \$875. One ton models are: open express, \$1200; stake body, \$1250. 16-passenger, \$1400.

* * *

THE students at the Siebel Institute, Chicago, recently visited the magnificent plant of the Peter Schoenhofen Brewing Co., Chicago, where they were enabled to obtain a very good idea of the brewing process to observe how closely it is identified with the production of malt extracts, and with the fermentation process.



J. W. KRAUSE

Krause Starts New Firm

J. W. Krause, who for fifteen years has been associated with the Joe Lowe Company, the well-known specialty house of New York, has severed his connection with that firm to engage in business on his own account under the name, Krause Importing Company, manufacturers and importers of bakers' and confectioners' specialties. Mr. Krause will have an office at 90-92 West Broadway, New York City.

* * *

A Novel Advertising Scheme

A baker in an Eastern city who wished to push his goods hit upon a novel advertising scheme to start them going, the goods being of a character that a start was all that they needed. Of course, he first of all dressed his windows carefully with his goods and this started them off to some extent and once tried the people began to repeat, but the way he followed up this window advertising and introduced the goods to the people of his section is really quite novel.

He took a number of regular bakers' bags and on each he typewrote the following:—

If you are particular about the kind of cake you eat, if you feel that the best is the only kind to buy, it will pay you to call at

for some of

The Modern Cakes
Home Made

“they're clean and pure—that's sure”

They are made on the premises of only absolutely pure material of the best grade. We use no adulterations, and, above all, they are made clean. One trial will be worth while.

Why Not Try a Bagfull?

Then he folded up each bag and put it in an envelope with his return card printed in the corner. These he sent to those on his mailing list under two-cent postage. The result was by far greater than he had ever dared hope for. The day after he mailed them out people began to come in and say that they had received the bag with his ad on, and they did more than come in, they bought. The plan worked so well that he bought a small machine by means of which he could run off any number of bags in imitation of typewriting at a great saving of time. Then he covered the entire section where his store was located and the results were as great as before.

From time to time he sends another bag to those on his mailing list calling attention to some new kind of cake he has added or to some special feature connected with the making of cake and the net result of this persistent advertising is that his goods are firmly entrenched in the good will of the people and he has built up a good business in his line.

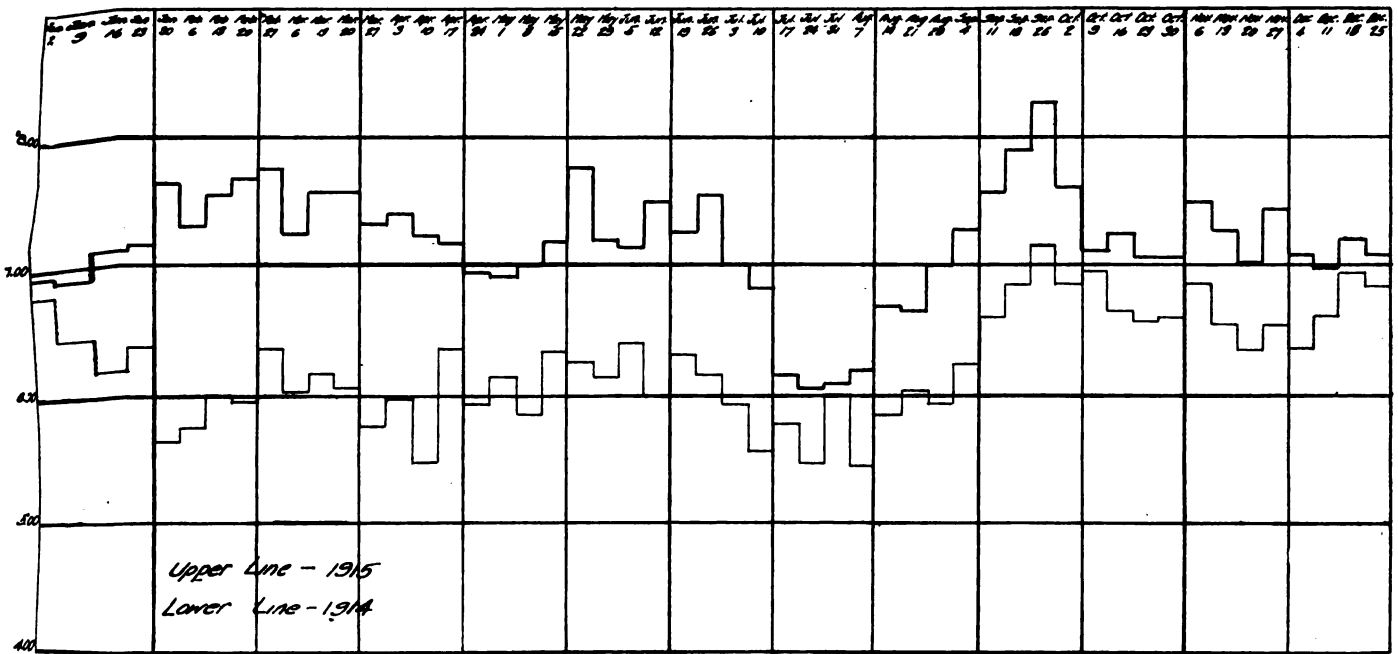
* * *

Albany, Ga., Has a Big Baker

IN “Tales of a Traveler,” on page 94 of our April issue, Otto Werlin said, in regard to the trade in Albany, Ga.: “There is not one baker in Albany, although it has a population of about 8,000.” We are informed that C. W. Rawson has been in the baking business in that city for the last twenty-five to thirty years, and that he turns out on an average about 2500 loaves a day, and about 3700 loaves on a recent Saturday.

Form 3E

Average goods manufactured for \$1.00 Bakery Payroll



Monday, 20th \$90.00. Adding up the daily amounts we get the total for the week, namely \$504.00.

THE PAYROLL

Another item that looms large in the monthly cost is the payroll. Labor, as well as merchandise, is getting more costly and the business man should know what he is getting for the money he expends in this direction. He must have something to tell him how valuable his machinery is; something which aids him in making improvements so that he knows, if he invests \$1,000.00 in a machine that he saves more than that in the cost of labor within a specified time.

Payroll for Week Ending November 20, 1915

Name	Rate	Time	Amount	Store	Bakery
Alex	\$17.00	6 days	\$17.00		\$17.00
Charles	20.00	6 days	20.00		20.00
John	17.00	6 days	17.00		17.00
Stephen	18.00	6 days	18.00		18.00
Mary	6.00	6 days	6.00	6.00	
Sam	8.00	3 days	4.00	4.00	
Edward	7.00	6 days	7.00	7.00	
David	9.00	6 days	9.00	9.00	
			\$98.00	\$26.00	\$72.00

In a five or six column figuring book (form 3C), we enter our payroll week by week. The columns are practically self-explanatory. First the name of the employee is entered, in the second column his weekly rate, in the third column the time he has put in, and fourth the total amount due him. Other columns are for the analysis of the payroll, separately totaled up into store salaries, bakery salaries, and any other divisions that may be desired. If a man has 70 departments he can easily tell just what his payroll expense is in each, and how it varies.

Summary of Manufacturing

1916		
Week ending	Goods manufactured	\$504.00
Nov. 20	Total payroll	72.00
	Total days worked	24
	Average pay per day	3.00
	Average goods mfd. for \$1.00 pay	7.00
	Average goods mfd. per man per day	21.00

From the figures in the Goods Manufactured and Payroll books we are enabled to make up the analysis or summary of manufacturing shown in form 3D. The first item, goods manu-

factured, shows the total of the manufactures during the week. On the next line we enter the total payroll and on the third line the number of days worked. Dividing the total payroll, \$72.00, by the number of days worked, 24, we arrive at the average pay per day, \$3.00. Dividing the goods manufactured by the total payroll we find the amount of goods manufactured for each dollar of our manufacturing payroll, namely, \$7.00 worth. The total of the goods manufactured, divided by the total number of days worked, 24, gives us the average amount each baker has manufactured per day.

These summaries in themselves give us a good idea of our labor manufacturing cost. After we have kept these for a year we can chart them as shown in form 3E and get a good idea of any variations in labor cost.

In the above chart we notice that for the year 1914 (lower line) the goods manufactured for each dollar of the bakers payroll ran about \$6.00, with a slight increase from September on. During the year 1915, however, each man manufactured on the average over \$7.00 worth daily.

Figures of this sort are more conclusive evidence of the value of men and machinery than any rule of thumb decisions. A man who has these facts before him can tell exactly what his men are doing. He need not watch them nor hire any one to keep watch over them. He may be in Honolulu or at the North Pole and still be able to keep in touch with conditions better than the man on the spot who relies merely on his own judgment. Should this labor cost go up he can dig down, locate the reasons, and apply the remedy. Mere superficial appearances of activity cannot deceive a man who reasons according to cold facts.

A Big Rye-Bread Contract

William B. Fink, of 6 Harrison Street, recently closed the biggest contract ever made on a rye-bread process. He sold the rights on his "Wunderbar" process, covering fourteen cities, to the General Baking Company; other cities in which the General Baking Company controlled plants were already taken care of by other firms.

"Wunderbar" is a patented method for keeping rye bread moist. Mr. Fink was able to demonstrate the process to the satisfaction of the powers that be in the "General" organization.

The City Baking Company, Baltimore, the Freihofer Baking Company, and about forty other prominent concerns are using the "Wunderbar" process.

How to Stimulate the Bread Trade When Business is Dull

Some Varieties of Bread That Pay and Get Popular

Written Especially for Bakers Review by a Champion Gold Medallist and Cup Winner

(Continued from April Issue. Page 76)

THOUGH Vienna bread is very largely made for the hotel and restaurant trade there is no reason why such an appetising type of bread should not be equally as popular for the ordinary retail trade. A better price can be obtained for it, and the weight is less than for the heavier types of bread so that it could very well be made a big item in any trade campaign for extending the popularity of bread generally.

A good deal of misconception as to the manufacture of Vienna bread exists among bakers in many districts. It is often supposed that special ovens and appliances are necessary in order that the special outside finish, which is the outstanding feature of Vienna bread, may be obtained. On the matter of ovens a good deal could be said, and while a proper Vienna oven is a distinct acquisition when a lot of the bread has to be made, there is the drawback that it cannot very well be used for any other kinds of bread or small goods.

The details of the principles governing an orthodox Vienna oven are too lengthy to fully describe, but may be briefly summed up in the statement that it is built with the sole sloping upwards from the door in such a manner that any point from half to two thirds of the oven length is above the level of the door. This means, in consequence, that before any steam can escape, it must get to the door level and in doing this, must pass over any bread that may be in the oven. With the result that the oven door may be opened any number of times without the escape of much steam.

This type of oven is but little used, however, and, as remarked, it is quite an error to think that first class Vienna bread cannot be turned out from ordinary steam ovens. What is essential, however, is a steam boiler which many bakeries already possess, and which by means of a perforated pipe projecting across the oven can easily be adapted for injecting steam for glazing Vienna bread. What is also essential is smartness in getting the rolls or loaves into the oven, so as the dough is brought into contact with the steam before the latter is spent.

Many bakers already employ small vertical boilers to improve the appearance of their ordinary bread, but to obtain the necessary glaze on Vienna bread, a different method of working has to be adopted. The usual method of setting the bread and turning on the steam must give way to the steam being turned on while the loaves or rolls are being set; then turned full on for a few minutes after the oven is closed, and afterwards turned off, so as the bread may finish baking in a dryer heat.

Many ordinary ovens are fitted with the Vienna type of door, which is an advantage, as the lesser space the steam has to escape while the bread is being set, the better the glazing will be effected.

The chief characteristics of Vienna bread are as follows:—The glazed external finish; the crispness of the crust; the creaminess of the crumb; and the delicious flavor resulting from the former qualities.

The glazing, then, is produced by bringing the green or moist surface of the dough into contact with a certain amount of pressure steam. Ordinary steam, such as may be obtained from cans or kettles of water is of very little use as the necessary gelatinizing is not effected. The crust crispness

is produced both by the making and the baking of the bread. Proper, healthy fermentation, with plenty of tearing, folding and stretching of the dough will assist in this direction, and the crispness is helped by the after treatment of the dough in the baking.

The immediate effect of filling an oven with steam is to temper the heat and afterwards reduce it considerably. This, on the face of it will soften the crust and as crispness is required it is obvious that some method must be adopted to ensure this.

As previously mentioned, however, the effect of a moist dough coming into contact with the steam is the glazing of the crust; which is accomplished almost immediately the bread is placed in the oven, so that any amount of steam after the first few minutes will have no effect upon it beyond tempering the oven heat. There is no reason why the steam cannot be turned off after a few minutes injection or if the pipes are only fitted to one oven, the bread can be removed to another for drying and another lot glazed as before. By one or other of these means the crispness is obtained and care must always be taken to bake the bread properly, or it will be tough and leathery instead of crisp and short eating.

With these two points studied, however, this second quality can be obtained.



Creaminess of crumb may broadly be obtained by the use of suitable enriching ingredients, of which the most important are butter and milk. Too much of either of these will make the bread unpalatable, and much more difficult to get crisp. Of course, the effect of both butter and milk differs very little as either is equivalent to added fat. The resulting bread, however, usually proves that it is better to use half milk and half water, also some added fat, than all milk and no added fat, as full cream milk always has a somewhat binding effect upon the dough. The fat may be butter, lard, margarine, or vegetable oil, according to the respective qualities of bread being made. While for certain types of Vienna bread, there is nothing like butter for flavor, for other sorts either of the fats mentioned will do very well.

The particular flavor of the bread is obtained by the use of a high grade flour, and here the judgment of the baker must be exercised; as some flours give much better results than others; though equally as high grade flour may often be used and the flavor of the bread spoiled by improper working details. Having obtained a suitable flour the fermentation must

be properly carried out in order that the best result may be obtained from it.

This leads to the question of making up suitable doughs, etc., and while it was formerly thought that either a ferment or sponging system was essential for proper bread of this type, it is now generally admitted that a straight doughing system is quite satisfactory.

Here is a foundation dough, from which bread of the fine healthy looking character shown in the accompanying cut may be made. The quantity of flour given is approximate and must be finally determined according to the strength of individual brands used. The temperature of the liquor allows for a normal heat of say 60 degrees in the flour.

8 qts. (20 lbs.) milk and water	35-40 lbs. flour
12 ozs. yeast.	8 ozs. fat
3 ozs. sugar	8 ozs. salt

Malt extract

Half fresh milk and half water can be taken up at 100 deg. Fahr. The yeast, malt sugar and salt can be dissolved in this, the fat rubbed into the flour and the dough thoroughly made. The point emphasized regarding the folding and stretching must not be lost sight of. Cover it down for an hour, and then thoroughly tear, fold and stretch it again. Let it rest another half hour and repeat the process. In two hours from making it may be weighed off and handed up and when recovered must be moulded to the required shapes, then proved ready for baking. Various means are adopted for proving the larger loaves, but about the easiest is to prove them on slightly dusted boards, covered over with damp cloths, and when ready for baking, splash them with water if the skin is at all dry. Great care is required not to over prove this kind of bread or it will not spring properly in the oven. The steam will have to be ready at the same time as the proved loaves. A "head" of steam at 15 to 20 lbs. pressure is needed for a small batch and must be turned on slightly till the oven is fairly full of steam, when the loaves must be "run in" as fast as possible still keeping the steam on lightly. As soon as the door is shut, turn on the full supply of steam for about five minutes and

then shut off, when the bread may be treated as suggested above in the paragraph dealing with crispness.

For smaller shapes as twists, crescents, rosettes, etc., a richer dough is generally used. About 5 lbs. of the above dough can be taken, four or five ounces of good flavored butter rubbed well into it and then the whole can be tightened to a proper consistency with flour and allowed to properly recover before being shaped, etc. The foundation dough given above is for a total time of about 2½ hours to the oven, which will be found to give good results, but may not be a suitable time for some businesses.

For example, it may sometimes be necessary to get rolls out at very short notice. Here is a formula that will produce excellent rolls in an hour ready proved for the oven:

5 lbs. milk and water, 120 deg. F.	1½ oz. salt
6 oz. yeast	2 oz. fat
2 oz. sugar	9 lbs. flour

The yeast should be in this case be dissolved in a very little water at about 100 deg., together with the sugar and malt if the latter is used. The fat will be rubbed into the flour, and a little of the mixture added to the remaining liquor at the higher temperature, to form a batter. The yeast liquor may then be mixed in and the dough made up with the rest of the flour. This must lay about 20 minutes, be knocked up, rest another ten minutes and at about 35 minutes the dough can be scaled, moulded, set to prove and will easily be ready for baking in an hour from mixing the dough.

A dough to be ready in about three and a half hours from mixing can be made with the foundation dough first given, but with 10 ounces yeast and 3 ounces sugar, the times being 1½ hours to the first knock up and 2½ hours to the weighing off stage.

A still longer dough—5 hours to the oven—will be made in just the same way and proportions but with only 7 ounces of yeast and 2 ounces of sugar, while here the respective times will be 1½ hours to knocking up, 3 hours to the second turning, and 4 hours to weighing off before moulding and proving.



Bohemian Sour Rye Bread

Will you please publish a recipe for Bohemian Sour Rye Bread.—W. A. S., O.

ANSWER

In the first place, it is necessary to prepare a sour dough. Some old-time bakers are of the opinion that no yeast should go into a sour-bread dough, but nowadays, when time means money, the baker is compelled to use some yeast, and this will do no harm either to the quality or to the flavor of the bread.

To prepare a sour dough, use 2 quarts of warm water, and 2 ozs. yeast, and make a medium stiff dough with pure rye flour; 6 to 7 pounds of flour should be sufficient. This dough must have 82 to 83 degrees F. A buttermilk tub or any other clean wooden tub of this size will do to make this dough in. When this dough is made, cover it with a thin layer of rye flour and shet aside in a warm place. When the dough is well raised and starts to drop, which will be in about four to five hours, put on two more quarts of warm water and about 4 ounces of caraway seed (which latter should be pounded in mortar or crushed with a hard rolling pin), then make another dough with pure rye flour of the same consistency as before. When this has raised again to the drop, put it in your trough, but leave about 3 to 4 pounds of it in the tub as a starter for a new sour dough. In the sour dough you have put in your trough put 2 gallons warm water and 4 ozs. yeast and make a sponge with rye flour not quite as stiff as the sour dough before. When this is raised again to the drop put on the same amount of water you used for the sponge, and figure 3½ ozs. of salt to each gallon of water you used altogether and make a stiff dough, but this time use all common wheat flour (a good clear or 'straight'). As soon as this

dough shows life scale it up and mould. If you wish to use caraway seed in your bread put it all in the sponge, this will give a stronger flavor, than if only put in the dough.

We said "when the spong is raised to the drop"—that means when it flattens on the top and starts to drop, but in case it should have dropped one or two inches before dough can be made, which can be seen on the edge of the trough, one or two quarts more water must be used for doughmaking, otherwise the dough will bake old.

Care must be taken in baking this bread, as plenty of steam must be in the oven while the bread is being put in, but as soon as the steam starts to press onto the bread, the damper and oven door must be opened to let the steam escape, otherwise the bread will crack; therefore, if you have many loaves it is advisable to put them in the oven in several batches; close the damper as soon as the steam has escaped, then work up new steam, and put the next batch in, repeating the previous operation.

We also suggested leaving 3 to 4 pounds of sour dough in the tub as a starter for a new dough: to this you must add immediately 2 to 3 quarts warm water and 3 to 4 ozs. crushed caraway seed, and make a new sour dough, which you can use afterwards for a sponge for a new batch of bread just as stated before. The main part in obtaining goods results is, to keep this sour dough always working; that means as soon as it is raised to the drop, put on some more water and work in some rye flour, so that it never gets old or real sour. In case this sour dough becomes weak or too old, it is advisable to start a new sour dough altogether as explained at the beginning of this article, or sometimes the addition of a little yeast to a fresh sour will do the trick.

Possibilities in Pineapple Cake and Pie

OF ALL fruits that are served or used in cakes and pies, the pineapple comes on the table very nearly in perfect natural condition and flavor. It is for this reason that the pineapple offers to the baker an unusual opportunity to extend his business.

Consider the extraordinary combination that gives the pineapple its delightful flavor. Just enough of the sweet; just enough of the tart, to satisfy the most discriminating taste. And this flavor is brought to the surface best through the medium of cakes and pies. Just think of a pineapple pie about an inch in thickness, from which the juice is trying to escape, and which, when cut, seems to plead silently but eloquently even to the dispeptic to "come on and eat." Pineapple pie is, indeed, a tempting morsel.

But it must be made right. The baker who attempts to cut the quality of his pineapple products, soon finds that branch of his business doesn't pay. The baker who does believe in quality, usually chooses canned Hawaiian pineapple. The Hawaiian pineapple has almost monopolized the trade in this fruit because nowhere else does the smooth Cayenne pineapple grow to such perfection for a world supply as in the Hawaiian Island. In all other countries it has deep-set eyes, and a more or less woody fibre.

Furthermore, bakers may be assured that the Hawaiian pineapple-canning industry is conducted under the most stringent sanitary regulations, and all the work but sorting the fruit for grades is done by machinery. The Hawaiian pineapple is allowed to ripen on the plant, and in twenty minutes from the time it is cut it is in the can. On account of its ripening on the plant, the sugar is precipitated in the lower part, which becomes a rich creamy yellow.

For the purpose of aiding the bakers of this country to push the sale of pineapple goodies, one of BAKERS REVIEW's experts has worked out some formulas, which our friends may adapt to suit their own requirements.

I—Pineapple Filling for Pies

1 qt. canned Hawaiian pineapple.

½ lb. sugar (or more if desired).

Put in clean vessel and add one oz. of cornstarch dissolved in ½ pt. water. Bring to boil and stir in cornstarch.

II—Pineapple Meringue

For mountain cakes, pineapple slices, etc.

1 qt. eggwhites.

Put in a machine beater. Add 1½ lbs. granulated sugar. Now boil one qt. Hawaiian grated pineapple and 2½ lbs. of clean granulated sugar to a thread or about 235°. While your meringue is stiff in machine pour in your sugar and Hawaiian grated pineapple. This may also be done as follows:

Drain off your Hawaiian pineapple and bring the juice and 2½ lbs. sugar and water enough to cover 247°. After your eggwhite is beaten stiff put the Hawaiian pineapple in the sugar and then pour it into your machine with the meringue, allowing it to run slowly. This may be used for meringue pies, etc.

III—Hawaiian Pineapple Layer Cakes

1 lb. sugar	2 ozs. butter (melted)
1¼ lbs. cake flour	1 oz. baking powder
6 eggs	½ lb. Hawaiian grated pineapple

Sift flour and sugar and baking powder in clean bowl. Add eggs, pineapple and melted butter. Mix all ingredients together. Fill in layer pans 4 ozs. to each layer and bake in moderate oven. After cooled fill with drained Hawaiian grated pineapple. Now make an icing as follows:

Drain off some grated pineapple. Mix 4X sugar enough in pineapple to make an icing. Warm in hot water bath until luke warm and then ice your layer cakes.

IV—Hawaiian Pineapple and Strawberry Pie

1 can crushed Hawaiian pineapple	1 qt. strawberries (picked and washed)
----------------------------------	--

1 lb granulated sugar

Put in clean vessel and bring to boil. Then put in cornstarch enough to thicken a little. Line out dishes with piecrust, fill in with above filling, cut some strips with checker knife and lay over your pie. Bake in hot oven. This filling may also be used for food tarts.

V—Hawaiian Pineapple Souffle

Take a dish (oblong), lay out with lady fingers on bottom, fill with Hawaiian pineapple ice cream. Put on ice to freeze. Separate 7 eggs; beat whites very stiff; add 2 ozs. sugar, then gradually stir in yolks. Now spread this over your ice cream; dress up with ornamenting bag, fancy designs around edge and put your platter in finely chopped ice and shove very quickly into a very hot oven to give it a little brown color.

VI—Pineapple Short Cake

Make biscuit dough out of following:

1½ lbs. flour	1 pt. milk
1½ ozs. baking powder	3 ozs. butter
2 ozs. sugar	

Pin out dough; make layers thickness you desire. Bake in hot oven. Split in two, fill in Hawaiian crushed pineapple and decorate top with Hawaiian pineapple meringue. Now place some Hawaiian sliced pineapple on top.

VII—Hawaiian Pineapple Marshmallow

1 qt. Hawaiian pineapple 4 lbs. sugar

Boil to 250°. Dissolve ¼ lb. gelatine in ¾ qt. water. Beat one quart eggwhites to stiff froth, adding 1 lb. sugar, in machine. When meringue is stiff, add the cooked sugar and Hawaiian pineapple and then the gelatine. Let machine run about 5 more minutes.

VIII—Hawaiian Pineapple Tapioca

Soak 1½ lbs. tapioca over night. Boil with 1 lb. sugar until soft, add juice of one lemon and juice of one orange and 2 cans of crushed Hawaiian pineapple. Fill in glasses and put in ice box to cool.

IX—Pineapple Jam

4 qts. Hawaiian pineapple	4 lbs. granulated sugar
(canned and grated)	

Put into clean vessel, constantly stirring over fire for about 10 to 15 minutes. Add 4 ozs. powdered tapioca (dissolved). Remove from fire and use for coffee cake or for any kind of fancy tart.

X—Hawaiian Pineapple Buttercream

Cream 1 lb. sweet butter with 1½ lbs. 4X sugar until very light; add ½ lb. Hawaiian grated and drained pineapple. Now dress on pineapple layers (recipe No. III).

Coming Conventions

May 1-4—Southeastern Annual, at Macon, Ga.

May 2-4—Texas Annual, at Waco, Texas.

May 9-11—Illinois Annual, at Springfield, Ill.

May 23-25—Potomac States Annual, at Washington, D. C.

June 6-8—Tri-State (Ohio, Indiana and Michigan) Annual, at Toledo, Ohio.

June 12-14—Pennsylvania Annual, at York, Pa.

June 12-15—Trans-Mississippi Convention (Iowa, Kansas, Missouri, and Nebraska), at Omaha, Neb.

June 13—California Annual, at Oakland, Cal.

June 20-22—Biscuit and Cracker Manufacturers' Annual, at Hotel Sherman, Chicago, Ill.

June 26-27—New York State Annual, at the Bronx, New York City.

August 7-11—National, at Salt Lake City, Utah.

October 10-11—Wisconsin Annual.

October 10-12—New England Tri-State Annual, at Portland, Me.

Wholesale

Edited especially
for the busy baker
of large affairs.
News and problems
of the Manufacturing Baker.

A General Review of the Wholesale Trade and Discussions of Practical Problems

The Art of Making Pie-Crust

Written Especially for Bakers Review by Emil Braun, Expert Consulting Baker

IV.

HAVING discussed plain crusts for pies, we had better take up the subject of plain fillings, before we have anything to say about puff paste and other fancy crusts.

Pie-fillings

There are two distinct species of our favored American pastry; the covered pie (with top crust) and the open pie (with only bottom crust). The fillings of course are prepared accordingly. The cranberry pie, however, is in a class by itself. It is an imitation of the French pastry tart, the strips of puffpaste covering the tart being replaced by strips of plain crust.

For the covered fruit pies fresh fruit is to be preferred, as long as procurable, during the seasons. In winter, when there are no fresh fruits, with the exception possibly of apples, the best results are obtainable from the use of high-quality canned fruits and berries, because they possess a greater proportion of the true flavor, and also retain a good percentage of the original juice of the fruit. This, of course, is of great value in preparing the various fillings.

How to prepare the evaporated or dried fruits was explained in article II, in the March number.

Canned Fruits

Of course the amount of juice varies in different fruits, even in different brands of the same kind of fruit; therefore some judgment must be used regarding the amount of sugar and cornstarch or other thickener to be added. Some salt should be used in any pie filling, as this brings out the flavor better.

The pie-eating public of course expects plenty of filling in its pies, consequently the baker cannot afford to use the fruit without the juice, and must prepare it in some way. Allow six to eight ounces of sugar to each quart of juice and a pinch of salt. Bring this to a boil and add two to three ounces cornstarch dissolved in sufficient water to thicken it. Set away to cool. The fruit itself is mixed with the necessary amount of sugar and when the pies are filled, the thickened juice is poured over.

Of course, for wholesale trade the cost of the pie filling must be figured still closer, especially when sugar is as high as at the present time. As stated, the pie consumer expects a fat pie, and the grocer or cheap lunch room proprietor very seldom considers the increased cost of raw materials the pie baker may be up against. They expect the same-sized pie for the same money. In consequence the wholesale pie baker who caters to such trade is compelled to find some way to offset the increased cost of sugar or other raw material, the margin of profits at no time being in comparison with the money the grocer or restaurant man makes on the sale of every pie he buys from the baker. In many cases the baker

is even expected to exchange left-over pies. The only way out for the pie baker is to use more filler, which means less fruit, and in addition a substitution of some glucose for part of the sugar.

Although such substitution is not to be encouraged, for some classes of trade where the motto is "Pies are Pies," it cannot be avoided. A pretty good filler to add to all kinds of canned pie fruits is the apple peel filler given in the March article. If you have no green apple peelings to make this stock from, the following will do in its place. Take a one gallon can of apples and one gallon water and boil the apples to a pulp. Then add two pounds sugar and three pounds glucose, pour in $1\frac{1}{2}$ pounds dissolved cornstarch or two pounds of tapioca or rice flour, and two ounces salt; stir until the mass thickens, then set away to cool. You can use as much of this filler as you wish to any kind of canned fruit, berries, rhubarb or raisens. Of course some of the fruit may require the addition of some extra sugar, before filling the pies. You may also improve the filler, by adding the juice of a few lemons after you take it from the fire.

Fresh Rhubarb Pie

Rhubarb usually opens the season of the fresh-fruit pies. Beg your pardon, rhubarb is not exactly a fruit, nor a berry; but to stop all embarrassing questioning, the culinary encyclopedica simply calls rhubarb the "pie plant." Therefore rhubarb coming in the market plentiful from now on, we will start with the preparing of rhubarb filling.

Unless you get some very young or hot-house-raised pie plant, it must be peeled. Although the skin of rhubarb is very thin, it is almost as tough as a hemp rope and must be stripped. The easiest way is to cut off the bottom of each stalk and tear off one string after another. Then cut the stalks into small pieces, according to their thickness. Some judgment should be used to cut the pieces to about uniform size, so there will be no chance of finding some half-cooked pieces in the pie, by the time the crust is baked.

Rhubarb Pie No. 1

To each quart of rhubarb add $\frac{3}{4}$ pound of sugar, $\frac{1}{4}$ teaspoonful cinnamon, 1-6 teaspoonful salt, and two or three ounces of soft cake flour. If the rhubarb is somewhat tough and old, it might require a few minutes cooking. Do not roll the bottom crust too thin, and sprinkle some more flour over the bottom crust, before putting in the filling. Some prefer cracker or cake crumbs to flour, but I have found that a soft, starchy flour and the juice will form a smooth, soft jelly, during the baking. After filling the pies, sprinkle over with some more sugar according to the tartness of the filling.

Rhubarb Filling No. 2

Peel and cut the rhubarb as described above the day before using it and mix with granulated or soft sugar (or a mixture of both) figuring one pound to 1¼ pounds to the pound of peeled rhubarb. Next morning strain off the juice and bring it to a boil, then stir into it dissolved cornstarch, using three to four ounces to the quart of juice. When it starts to thicken, take off the fire, and add the rhubarb. Let the filling cool off. Before putting on the top crust, sprinkle with more sugar, mixed with a dash of cinnamon.

Gooseberries are treated the same as rhubarb.

Cherry Pie

Cherries should always be stoned or pitted. They do not require so much sugar, in fact cherry pie should not be made as sweet as other pies. No extra flavoring is required.

Fresh Berry Pies

If fruit pies are to be transported, or if they are to be packed in lunch pails, I recommend the same method as given for rhubarb pie No. 2; however, a little water may be added to moisten the sugar. These pies will cut like jelly.

If you can get the price for your pies, a small piece of butter placed into each pie, before the top crust is put on, will improve its delicacy.

Huckleberries or Blueberries

are always improved by mixing them with some finely chopped apples. Even some filler made from apple juice (see article No. 11 in March number) will give a little tartness to this kind of berry.

Green Apple Pie

Just because apple pie is always the favorite, and in demand by far in excess of any other two or three kinds of pie at any season of the year, it should be given all the more care and attention. But the contrary is often the case. It goes without saying, that not every apple makes a good pie. Pie apples are not picked out on account of their appetizing, polished skin, or tempting red cheeks. A good-flavored, solid, hard, cooking apple makes the ideal pie. The most popular kinds are the Baldwins, Spitzenbergs and Greenings.

If the time can possibly be spared, the apples should be sliced, instead of being chipped up like hash. Then they should be thoroughly mixed with part of the sugar required to sweeten them, a little water to moisten the sugar, and a sprinkling of soft flour. The rest of the sugar is spread over the top, with the spices mixed in. But the flavoring must by all means be used sparingly, just sufficient to give the baked pie a suggestion of added flavor.

Too much cinnamon or any other spice is worse, than if it were left out altogether.

Another very common fault is too hot an oven, leaving the apples half raw, and the bottom underbaked.

Remember the beautiful quotation of Henry Ward Beecher: "Not that the apple is longer apple. It, too, has become transformed, and the final pie though born of apple, sugar, nutmeg and lemon, is none of these, but a compound ideal of them all, refined, purified and by fire fixed in blissful perfection."

DRIED APPLES FOR MINCE MEAT

Subscriber from New Jersey asks: "How much dried apples will I use for mince meat to take the place of ten pounds of fresh apples?"

Answer.—If you want to substitute dried apples for 10 pounds of fresh apples you want to use about 3 pounds of dried apples and 5 to 6 quarts of water, or, say, for each pound of dry apples allow 1½ to 2 quarts of water.

As slices are rather tough to cut up into small pieces I would advise you to throw them into boiling water and parboil just enough to get them tender.

Then pour the apple water off and add it to the mince meat and cut the slices fine. They are, however, usually more tart than green or fresh apples, therefore you would do better to mix them with brown sugar after they are parboiled and cut up. Allow one pound of sugar for one pound of dry apples.

Let them stand as long as possible before adding to the other ingredients. To make them even better flavored, I would advise you to add the yellow rind of one or two lemons to the water you parboil the apples in.

Adding a pinch of salt to the apples also brings out the flavor better.

* * *

How to Coach Salesmen to Combine Collections With Sales

How a Baking Company Co-ordinates the Efforts of the Credit and the Sales Department as Told in Printers' Ink

By Elmer L. Cline, Sales and Advertising Manager, Taggart Baking Company, Indianapolis

ONE of our salesmen had on his territory an old account that had been outstanding more than a year. He was a good salesman, and the sight of this unpaid account on his monthly credit reports stuck out like a sore thumb. First, because for a year he had been unable to sell this concern anything, because of the unpaid bills. Second, to keep his record clean he felt that he must get it charged off the book in justice to himself—and about the only way out seemed to be to collect the money.

This man did not let himself develop a headache over the account, however. While he was a member of the sales department, he remembered that our firm has a credit department that is there just as much to help him as anything else, and which is versed in the diplomatic handling of credits and collections. Accordingly he put his head together with the credit manager as our salesmen are encouraged to do in search of suggestions and advice. Together they sized up the situation, and figured on ways of meeting it. The credit man

found that the salesman had his Saturday afternoons free. Why not put in this spare time, he suggested, by visiting the dealer and laying the matter before him frankly? Take the whole afternoon, if necessary. Explain to the retailer just what this unpaid account means to his business standing. Make him a proposition that he pay something on account, say \$5 a week, until it was wiped out.

The salesman acted on this suggestion. Instead of overwhelming the dealer with a full statement of his entire indebtedness at once, he suggested that the dealer pay off the account in weekly installments. The first Saturday afternoon he called, he returned with a five dollar bill, and, with one hiatus, the payments continued on a weekly basis until the slate was cleaned up.

This story is told here to emphasize the results we are obtaining in educating our salesmen to the fact that the whole organization stands back of them, and to encourage them to co-operate with the various departments in making their sales

efforts more efficient. "Selling the salesman" is a common expression around our office, and by it we mean just what we say. We have practiced for several years the policy of giving every new idea or plan to our salesman in a finished and complete form. We try to present it to them in a graphic, comprehensive way, with every detail worked out as far as possible. We feel that we must make them understand it and believe in it, and enthuse over it, just as we will expect them to make their customers understand, believe and enthuse to the point of giving an order. This is what we mean by "Selling the Salesmen," and our continued effort is to keep them sold by constantly co-operating and working with them. To secure such co-operation from them, we do not want them simply to agree with us that an idea is good, but we want them to fight for it as something of their own.

BEARING OF COLLECTIONS ON SALES

In our selling plan there are these three links:

1. Advertising.
2. Salesmen.
3. Credits and Collections.

In planning our sales promotion work, we do not divorce our advertising, selling and credits. We call the triple combination under the single head of a sales campaign. This puts the responsibility of its success immediately upon the shoulders of our salesmen. We show them that, to succeed, our sales campaign rests not only with the salesman's individual efforts in securing orders, but also upon the advertising which we do to help him make the sale. And then we emphasize the third and all-important feature in rounding out the complete cycle of the sale—that of getting the money, which is the real object of the first two-thirds of the sales plan. To make the plan a success as a whole, we impress on them the necessity of their best co-operation in cementing these three factors into a telling sales campaign.

To this end we aim to gain and retain the confidence of our salesmen by practicing what we preach. We carry out this idea of co-operation and enthusiasm in our inner office organization. The men in the credit and sales departments pull together. Everyone is as keen after sales as he is after collections and our advertising and so around. We all have before us constantly the one thought of selling our men the "Taggart Idea." To imbue the men with this spirit requires a certain amount of educational work, and in presenting them with new ideas, we try to impress them with the reasons back of the ideas.

For instance, we have accomplished splendid results through sales contests. These contests are planned with the idea of bringing the salesman closer to the various departments with which they are associated. They are carried out on a point basis, pertinent suggestions about our advertising, selling and credits and pointers on securing credit information and prompt collections counting as important point earners.

These contests are valuable in getting the salesman to think about their work and anxious to get every ounce of co-operation they can.

By one of these contests last year we developed some surprisingly good collectors among our salesmen. A feature of this contest was the rule that 100 points would be added each week to the score of the man with the lowest percentage of outstanding accounts in proportion to sales. This put the men on their mettle, and eager to keep all their accounts paid up to date, and anxious to secure every bit of co-operation they could get from the credit department. We grouped the men by pairs to tune up their sporting blood when they were running close together, and each was trying to hold the lead or take it away from one another.

CREDIT MAN GOES OUT WITH SALESMAN

In one of the meetings the credit manager announced that he would be glad to go out with any salesman and assist him on the firing line. A number of them took advantage of his

offer, and it proved a more effective way of enlisting their co-operation than if he had accompanied them on his own invitation.

This sort of co-operation proved very valuable, not only because it made the men eager to keep all their accounts collected up to date, but during the contest we cleaned up a number of old dead ones that had been all but charged off the books.

We are constantly carrying out this educational work in our regular sales meetings, in which discussions about credits and collections always play an important part. Not only do we have talks by the credit manager on various phases of the credit problem, but the salesman themselves tell their own experiences in clearing up old accounts, and of what assistance the credit department has been to them. For example, in one of these meetings a salesman related the following instance.

"X & Y, the best account I had in Hopeville, that is, the best account in point of volume of business they gave me, had always been a source of annoyance to the credit department and a bugbear to myself, because they would allow their account to run from sixty to ninety days past due. Whenever I was finally pressed to the point of presenting my statement, it was always of such size that it invariably caused X to rave. Never after making a collection could I get another order.

"To keep my sales up, I always avoided collecting until told unmistakably by the credit department that the account must be paid and the regular commission of the order on pay day was never overlooked by the sales manager. As this was my best buyer in town I found myself dreading to call on them, for it might mean turning down the order and losing the account if I failed to collect, and if I did collect, I could expect no order.

"At a joint session between the credit manager, sales manager and myself, following one of these pay days with no order it was determined that I should go in with a stiff upper lip and accept no more business from this firm unless the account was paid right up to date. 'Money First' was my slogan, and to my surprise, on my following trip when I presented X my statement in a way that I felt showed him that I expected the money, before saying a word about taking an order, it must have looked so small to him, as compared with what he was accustomed to paying me, that he brought out his wallet and paid me in cash, and turning to his stock gave me one of the largest orders that I have ever shipped to his store.

"That certainly taught me a lesson, that put bone in my spine, and I will tell you, boys, it was easier next time, and has never been hard since, and if you want more business out of your present customers, never let them get in on you or the house. X & Y are buying more of me to-day than they ever did before, and I know I am getting some of the business that was going to the other fellow."

Experience talk such as this one always have an unusually stimulative effect on the men.

Besides these regular staff meetings, in the general letters going out to salesmen we are continually coaching them in the salient features of credits and collections as a part of good salesmanship. Here, for instance, are sample paragraphs from such letters:

"Collectors: Watch your collections closely. Do not miss getting the money whenever you can, and especially when it is due.

* * *

"The salesman who cannot collect the money is as bad as the salesman who can not get the orders. Let's keep our collections up close.

* * *

"Credit Cards: We want to caution you about making out your credit cards. Do not get over-enthusiastic and boost the stock of a man's store because he has given you an order.

Be very careful in determining the value of a man's stock and his general conditions. Size up the situation and make out a notation when you are in his store. Do not rely upon your memory and leave these cards to be made out in the evening. Very often the reports that come in on the credit cards from the salesmen, and the references which we run down on these new accounts are so vastly different that we often feel that we are running a pretty stiff risk in making shipments; not so much because the man is not good, but because there seems to be such a wide range of difference as to his stock, responsibility, etc.

* * *

"It's better to miss a train than a collection."

"The qualifications of good salesmanship consist not only in getting orders, but getting business: and business means selling goods and getting the money for them. We cannot impress too strongly the importance of watching your collections."

We try at all times, as I have said already, to make the salesmen a part of our organization. And to show the extent of the co-operation our efforts are succeeding in getting from our men in credit matters, let me quote extracts from letters sent in by the salesmen on the road:

"The account of X at Blanktown has just come to my attention. Suggest for 'safety's sake,' go for him strong. He is in very bad shape."

* * *

"With to-day's collections I am sending check from X & Z of Blanktown. I am skeptical of it. If it is returned, bluff him strong and ask him for other bills he has not paid."

* * *

"Please advise me as to the credit rating of the following prospective customers, whom I expect to call upon Monday next."

* * *

"Safety First" in Buying Flour

*By Fred Miller, Sales Manager, Enid (Okla.) Mill and Elevator Co.**

IN THE first half of the season of the crop of 1915 three prominent flour mills went into the hands of receivers. These mills looked at the crop, and the visible supply, and decided that they would sell all the flour they could sell and trust to luck to get the wheat at a price which would mean a profit, and they trusted to a false friend. Luck was against them and they failed. Bakers who bought flour became creditors for the amount of the advance, and of course, they also lost. The mills were shut down and contracts were not fulfilled.

In the first half of the 1914 crop season millers were caught, but for small amounts, and hastily buying what wheat was short, they covered sales, and delivered flour at contract price after the advance. As the season advanced, and wheat became high, bakers bought flour for future delivery just the same, and when the drop of \$3.00 per barrel came late in the spring, some of them failed to order out the flour, were sued by the mills, and paid for their folly.

The item I am driving at is this: The miller, if careful, can quote a price such that he can buy and carry the wheat to grind into flour, and make his profit, whether the market goes up or down, for he can always get judgment against any baker who tries to repudiate his contract; but the baker is a chip on the ocean. He may win, and luckily, when there is no war, wheat is usually higher as the season advances, but at this time, and for several years to come, until the world settles down again,

"Will you write the following customers, whose accounts I note from my ledger are past due? Mail these letters so they will arrive the day previous to my calling on them, and make it plain and emphatic that these accounts must be paid on my next visit. You also might suggest what the neglect of their accounts means to their credit standing, etc. I want to get the money when I see them again, and believe a letter of his kind preceding me will help some."

We have linked up our salesmen and dealers through the medium of our house organ, "Sales Force." In this we take up directly with the dealers subjects that are of common interest not only to the dealer, but the salesmen; the advantages of cash business, of good credit standing, etc. We are constantly expanding along the idea of greater knowledge and closer co-operation with the salesmen and the various departments that go to make up their work. And the more we expand, the more the business grows. We are a great deal like the old story of the Western farmers who said: "I buy land to raise corn, to feed pigs, to sell, to buy more land, to raise more corn, to feed more pigs, to ————" go as far as you like; it is an unending circle of ever-increasing dimensions and each operation is essential to the other.

Many a good salesman is spoiled and can kill a territory for collections and credit for the lack of co-operation from those to whom he is responsible; the sales manager and the credit manager. Sometimes it is through indifference or lack of nerve, but more often it is through ignorance, and the too common impression that an order from a dead beat is of some value to the house or credit to himself. Salesmen must not only be told, but they must be taught to realize that prompt collections mean more business; that goods not paid for are only half sold, and that the credit department is not a destructive, but a constructive factor in sales promotion.

he is playing against odds if he agrees to take flour without having sold his bread. The miller buys and sells the same day, and has a profit. The baker buys. If the price advances he wins; if not, he will lose; and if some bakers were to take now the flour they have bought, and failing to borrow enough to carry it were forced to sell, they would be bankrupts. This item is written on March 11, 1916, with wheat at the bottom of a drop that means practically \$1.50 per barrel on flour.

GETTING CAUGHT ON THE MARKET

When the decline of March 1st came this year a jobber in North Carolina was found to have flour bought amounting to 30,000 barrels, although his nominal sales were but 10,000 a year. A baker in Georgia was found to have flour bought under signed contracts from nine different mills amounting to his capacity for three and one-half years. A merchant in Georgia had a car on track March 15th from Missouri and another from Nebraska. Our salesman talked with the salesman from Missouri and the jobber who sold the car from Nebraska and was advised in both cases that the merchant claimed the flour was not up to grade. He will have to pay for both cars, in all probability.

A jobber in Georgia was advertising by circular letters all through February before the drop in price, that he had flour bought under the market and could sell the highly advertised brands of three mills at 50c per barrel under mill prices. He could, and did, and the mill shut down and watched while he supplied their good customers at less money than they could take. But the drop caught the jobber. He's broke. Like the

*Paper read at the Oklahoma Master Bakers' Convention.

baker, he could buy, but not sell, and his friend, Luck, played him false.

Wheat goes up and down according to rules that never work twice alike, and without the power to decide the selling price of bread, the baker runs the maximum risk when he buys a quantity of flour, which if he misses his guess, may cause the loss of all. On the other hand, he may buy a month's supply at a time with the knowledge that he can protect himself with the slowness of the change in price of bread, and each night can sleep with the assurance that he has made a gain for the day, and the day's work is well done. *Safety First.*

TESTS OF GOOD FLOUR

The test of good flour in America is ash. A baker in Massachusetts about the time the war broke out was figuring with us, and with a Kansas mill, and they got the order for 22,000 barrels because their ash was .35½ and ours was .37. In a later talk with the chemist, I was told we were attempting to meet a 60 per cent. patent with a 70 per cent. Very few bakers use this short a patent. Very few are as particular of ash, but this is one, and there are several in my acquaintance. When you come to the people, the demand is always ash. The flour must be white, and fluffy. Ten years ago, an 80 per cent. patent was good enough. To-day it is not. Every up-to-date baker knows that the patent is the clean white flour, with a certain per cent. of gluten; that the straight contains more gluten and more ash, and that the first clear contains still more gluten and more ash. He also knows that if he can get the clear from the same patent that shows a nice analysis, he is sure of good results for a duster, and we have one customer in the East who insists on our guarantee that his purchase of a straight, split into a patent and clear, shall bring him the identical clear we take out of his patent and that the patent equal the analysis guarantee.

BAKERS SHOULD NOT SPECULATE

The position of the American and of the foreign baker is, then, one based on different Government policy as to speculation, and on different requirements of the people; but that ought not to alter the sound financial principles of business. It matters not whether a man is in business in Tulsa, or in Singapore, his basic principles ought to be the same. One of the first things asked a young man in making a bond to a bond company is, "Do you speculate in options?" One of the main reasons given by Bradstreets for the failure of 93 per cent. of all the men who enter business is speculation, the only graver reason being credits. There is no stigma on speculation. Everybody does it, more or less, and some countries even yet run lotteries, but when you come to a banker, or a bond company, or a rating agency, it is a different matter. Why? Because these people are those who deal in facts as they find them and are satisfied to add a percentage to cost for profit in regular trade channels—with the accent on the percentage in the case of the banker. With the idea, then, that the safe policy is the soundest for the baker, let me show you what is asked when a baker buys flour. He says to the miller, "I will buy from you so many barrels per month for two, six or twelve months as the case may be, at a price, you to ship on the 10th of each month." In the majority of cases, a delay in shipment is asked. This may be because the baker is tempted to order in other flour, or because he missed his guess on requirements, but it is true that it nearly always occurs. I get this from nearly seventeen years at a sales manager's desk. Those who buy when the market is very low appear to miss their guess on requirements less often than those who buy at the top. For some reason flour and bread business gets very dull when the flour is sold at a high price and the market drops, but, of course, the lighter demand is the cause of the drop. Now the miller has stored the wheat, and borrowed the money, and figured his run on the steady demand of these contracts. If the mill has made an effort to secure a large volume of baker trade, the delay to a large number of cars will be serious. In the case of the recent decline of about a dol-

lar a barrel, the stopping of all shipments by the "one car at a time" grocery store trade of Oklahoma shut down several of the mills who worked mainly on that class of trade. There is no demand for flour when the market breaks. New business is not done and salesmen are called in. Now suppose a baker is not financially strong, and the mill crowds shipment, or turns the matter to an attorney in case they are not disposed to wait. Look at the unnatural and unnecessary condition. How much better it would be, had a car at a time been bought, and then the grade of the flour would be alright. That's another peculiar thing about a declining market. For some reason the flour always goes bad, and hardly ever comes up to sample if the price has declined a couple of hundred dollars a car.

To return to the present time: The decline last year was about \$600.00 a car. The decline in February this year was \$300.00 a car. The baker who bought spring requirements this year in January, and there were many, is in bad shape for profit. Turn now to the banker. Study his methods. Study his dividends. Turn to the miller. Study the methods of those who are recognized by the milling trade as conservative millers. They buy the wheat and sell the flour to-day. The price is the wheat, plus the cost of manufacture, plus the freight and the profit. That's it—take it or let alone. If you take it, the miller will buy the wheat and his profit will be secure. You will be the gambler and it is necessary for the price to advance if you win.

WHAT MIGHT HAPPEN

I am not an advocate of preparedness nor of Bryanism, and am not of a mind to depart in any way from the subject, and I do not want you to think that what follows is in favor or against either, but I want to show you the position this country could get in, and that might easily. The amount of wheat raised in 1913 was 763,380,000 bushels. Of this, the amount exported was 145,590,349 bushels. The amount of wheat raised in 1914 was 891,017,000 bushels, and the amount of this exported was 332,465,000 bushels. The amount of wheat raised in 1915 was 1,011,505,000 bushels, and the amount exported will probably be 367,000,000 bushels. The percentage of home consumption of the 1913 crop was 81 per cent., and of the 1914 crop 63 per cent., and of the 1915 crop 63 per cent. (estimated). Now let us suppose that the same nature of differences should spring up with Britain that has with Germany, and the chip should be knocked off, and the nation be at war, and suppose that Japan on the West should join in. This is no idle dream; it is quite a possibility and much stranger things have happened in history. You all remember that in the last three months practically all the merchant marine of the Pacific has been turned over to Japanese owned lines, and of the Atlantic, the majority have been owned by the [Norway, Mexico, Gulf Line,] the Holland-American Line, and the British Lines. Now if the Lines of Japan and Britain are closed to us, the poor little Holland is bottled up behind Britain, and her ship owners are commanded what to do, what would be the price of wheat to the Oklahoma farmer? In my preliminary talk I have said that there was reported in March enough wheat to feed the world a year if we do not raise any this year, and it is a fact that there is enough wheat in the Southwest to feed us all and a big crop growing. Suppose that this condition I have stated should arise, and the baker had a year's flour bought. The world is at war and before the present crop is harvested the Western Hemisphere may be as deep in the mud as the Eastern is in the mire. Is this a time to sign up for the cost of material for even as long as three months?

SUGGESTS HEDGING ON PURCHASES

Now here is my solution of the bakery business done on speculative principles, and I recognize that in nearly each fall there is a time when flour can be bought for less than in the spring. That is why I am stating it. Let the baker do just what the miller does—buy the wheat. Why? Because he will get all the benefits, and practically none of the hazards of buying the flour. You can't sell flour when the market breaks,

You can't give it away at anywhere near a price. You can't get out of your contract—the miller will make you take it if you try—and you can't keep your competitor from putting in more ounces or lowering the price of bread; but you *can* sell wheat. You can sell it in any quantity and in the time it takes to telegraph. The instant you say so, it is sold and you are out of the mistake that you made in judgment. Now every baker has a miller friend who will buy for him this wheat. The price in all the big southwest is based on Chicago December in the fall and Chicago May in the spring, and to buy the option wheat is the same as to buy the flour. The amount of money required is not great. \$50.00 will margin the amount of wheat required for a car of flour, and protect it against a decline of five cents a bushel, and if you are satisfied that the price is as low as it can get, you ought not to miss it over five cents a bushel. A deposit of \$200.00 will buy the wheat covering the flour for most average shops for the fall, and then you are independent. You need not ask the miller to delay the shipment, or complain of the quality, for you will have yourself to thank and to blame, either way it goes. Fifty dollars is the loss on a car of flour at a decline of five cents a bushel on wheat, and fifty dollars

buy the same amount of wheat, but there is no actual loss is the amount a commission broker will charge as deposit to unless the market declines and if it advances you win, so it is even chances, with the edge on the side of no arguments, no misunderstandings, no under-grade flour, and the privilege of buying the car *when* you want it and *where* you please. You are not under obligations to use a flour in December that you liked in July, or to buy from a miller in June who you feel in your heart stung you in March, and as fast as you dispose of the flour and buy a new car, you sell off the wheat. Now doesn't that look and sound reasonable? There probably isn't a baker here who has not, some time or other, used flour that cost him more than the prevailing market price, and the baker who can get out of his system this desire to gamble is *first* to be admired, while the second is he who is wise enough to do what the miller does—buy the wheat, knowing it is a cash asset and salable the instant sale is desired. The third is last—always was, and always will be last, that is to say the baker who buys a lot of flour, signs a contract, and then trusts to Jupiter, Mars or some other false god to raise cain enough to advance the price—*Safety First*.

* * *

Fool Proof Device to Control Mixers

THE following communication, from Bryan D. Pinkney, consulting engineer of Newport, Ky., relates to a device the need for which has been felt for a long time in the baking industry, and which it is hoped will make safer instruments for the bakers who insist on "taking chances."

To the editor of Bakers Review:

Sir:—Mr. Kremer's article on the "Safety Movement in Bakeries," in the March issue of Bakers Review, is the most humanistic, and at the same time ablest, article on dough-mixer precaution I have ever read.

The "appeal to reason" is fittingly illustrated by Figs. 1

my opinion is one more reason added to the list for the abandonment of belt drives, that is as prime movers, in the bake shop.

Fastening or connecting the automatic control to the cover has ever appeared to the writer a crude makeshift, for what connection is there between the cover and an automatic shut-off device? Mr. Kremer, however, ably remarks that "some bakers seem to think that they must poke their hands in the dough, feel of it to find out whether the mixture is on its job of mixing." No case has reached the writer wherein a baker was injured while "feeling" the dough while the mixing bowl was in an upright position. The cases have all dealt with the dumping, and the cleaning of the mixer blade.

Two illustrations were shown depicting safety devices for dough mixers, each making the cover the sole agent of control. Permit me to draw your attention to an automatic safety stop that was designed by The Triumph Mfg. Co. several months ago. In this arrangement the controlling factor for breaking the electric connection is the dumping of the mixer, for the instant the mixer leaves the vertical position the electric current "goes on a strike" (to use Mr. Kremer's remark).

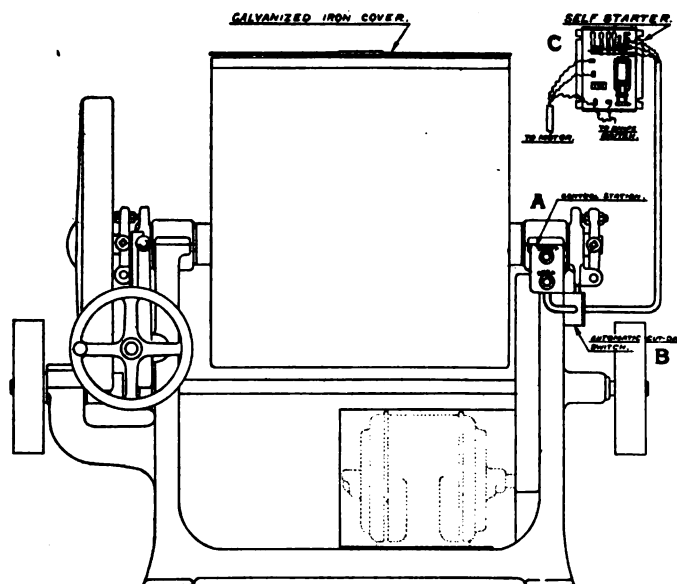
I will make reference to the enclosed picture. "A" is the push button control-station, which is automatic only as long as the automatic cut-off switch "B" is closed, and this is normally closed when the mixer is in an upright position. The instant the mixer starts to tilt the automatic cut-off switch "B" is opened and the control-station "A" becomes a manually-operated starter, and the mixer will run only as long as you press the start button, stopping the instant your finger-pressure is released. The whole apparatus is controlled primarily with a self-starter "C," and the absence of loose wires and lever arrangements make it an ideal, and strictly safe, safety device. The cover is added for cleanliness' sake.

I would like to see the day when our legislators also consider the human factor, and put the baker's liberty and life above the dollar value by compelling manufacturers to equip their machinery with every safety device known to human skill.

Respectfully yours,

Newport, Ky.

Bryan D. Pinkney,
Consulting Engineer.



and 2 in the article referred to; for, for the price of some safety device, the maiming, or even the life, of a human being is sacrificed.

I realized the importance of some "fool-proof" device in connection with dough-mixing machinery several years ago, and have always recommended the automatic breaking of a switch the instant the mixer started to tilt or dump. This, of course, is not feasible with belt-driven machinery, and this in

In The Workshop with the Op-erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

The Safety Movement in Bakeries

Ninth of a Series of Practical Articles, Written for Bakers Review, by C. J. Kremer

FIRE PROTECTION

FIRE, no doubt, is one of the most prolific producers of injuries and deaths, and perhaps the most destructive agency the safety movement has to deal with. We can easily imagine the terror with which fire may have been regarded by primitive men in the dark ages of a remote past, and how it came to be regarded as a friend if it was properly watched and taken care of. Indeed human culture, the civilization of mankind, may be said to have begun with fire. It was one of the chief duties of women to bear burning brands always with them and to protect and foster the family fire; thus she had an endless task imposed upon her. When families began to live together in groups the idea of having a perpetual common fire was conceived and carried out. This fire was maintained in a public place and it was made the duty of one person to guard it. The guardians of the tribal fire may be assumed to have been the first government officials that were supported by the tribe or community. In Rome the public fire was kept in the temple of Vesta, the goddess of the hearth and the home. A new fire was kindled every year, and it was watched over day and night by the vestal virgins; and to let it die out of itself was considered a national calamity.

It is as necessary now as it ever was to watch fire constantly, not for fear of its dying out, but on account of its great destructive force.

The damage done by fire annually runs in to enormous amounts. In Wisconsin alone it amounts to over \$5,000,000.00. The insurance premiums paid are another burden voluntarily assumed. Nearly every community has its organization of fire fighters; the clang of fire engines is sure to be heard on our streets from time to time.

Bakers pay their full share of all expense connected with fire hazard. Their insurance rate is rather high; to increase their safety regarding fire hazards means to decrease their overhead expense.

A bulletin issued by the Industrial Commission of Wisconsin, from which some of the following items are taken up, says: "Fire protection means first carefulness and cleanliness," and again, "Most fires are due to lack of care plus lack of cleanliness." We may expect a basement in which excelsior, waste paper, old rags, baskets, boxes, and junk are allowed to accumulate, to be burnt out sooner or later.

The Triangle Waist Company fire, New York, in which 145 lives were lost, started from a cigarette thrown on to scrap material.

It often does not need even a match to start a fire. If rags or waste with greasy oils are left about, oxidation takes place and heat is generated. It takes but little heat to ignite certain gases; and when the heat in the pile of waste reaches a certain temperature, ignition takes place and we have spontaneous combustion. Many serious fires have had their origin in this way.

In notes such as these, only the high spots regarding fire can be mentioned. Most large cities have a regular inspection system and there are laws governing fire escapes, fire walls, doors,

etc., which should be strictly observed. Every boiler, furnace and oven should be placed on a fire-proof floor, projecting at least two feet on all sides. If any such floor rests on or is in contact with any combustible material then the fire proof floor should be at least three inches thick and should be hollow. The air spaces should be open at both ends so as to permit a free circulation of air therein. When this is done the air travels through the fire proof slab and keeps its temperature down. Hollow tile or pipe open at both ends can be used. When solid material such as brick walls, concrete, etc., is exposed to intense heat, the heat in the course of time strikes through the solid material to the wood below. The writer had an experience along this line. A baker he was working for built an oven on the first floor. It was the ordinary inside-fired brick oven, but as the building was not built to carry extra loads, planks were used to support the hearth. On top of the planks was nearly two feet of brick and sand, the hearth tile being laid on the sand. Things went along very nicely for several months. Finally there was an odor of charring wood about the premises which we could not locate. One night I noticed that some tile had sunken near the mouth of oven. I called the boss's attention to the matter. He was sleeping on the second floor, but he would not get up and said: "If you can't do anything about it, I can't either." We put our sugar buns on pans and before making bread dough my helper stepped outside for a moment, but came back and reported "the cellar below is smoking very much." In another moment flames burst forth. I went up stairs again: "Boss, you will have to get up now, the house is afire." Did he get up then? He did. The kitchen girl was quite peevish when I woke her but all got out safely.

What had happened was this: The planks had become overheated, had smouldered for several days and finally burnt through. Then the floor below started to burn and the fire reached the cellar. Here there was plenty of air, and things went humming. We had a good fire department, however, which promptly responded to my alarm. When the smoke cleared away all we needed was a new oven, a new floor, new sidewalls and other minor things. Of course, if a stove or furnace stands on legs (which should be at least six inches high) air spaces are not required, but all such fixtures should be placed on stove boards made of sheet metal or asbestos. There is always danger when a stove, furnace, oven or boiler is placed near a combustible wall or partition. It is well to remember that if a wooden partition gets so warm so as to feel uncomfortably hot to the hand, it ought to be protected. A metal shield, with an air space of, say, four inches behind it, offers a good protection; or quarter inch asbestos board covered with galvanized iron may be used. Some bakers try to use asbestos boards without the sheet metal, but this is not satisfactory, as the asbestos is easily damaged and when torn or punctured is inefficient.

SMOKE PIPES

These have caused many fires and should be taken care of. Every smoke pipe passing through a non-fireproof partition, floor

or ceiling should be encased with incombustible material at least four inches thick or with a double safety thimble with at least one inch of air space between the rings, and the outer ring should be covered with asbestos. The double ring is of no value, however, unless it is kept free from dirt. To insure safety no smoke pipe should be placed nearer to any wall or partition of combustible material than the diameter of the pipe, nor nearer to any wood ceiling than one and one half times its diameter unless combustible material is protected by $\frac{3}{4}$ inch asbestos board, covered with galvanized iron. No wood joist should be left in contact with a chimney.

STEAM PIPES

Steam pipes, even under low pressure, are a real fire hazard. They are apt to cause the formation of charcoal when in contact with wood and eventually cause a fire. The same holds good for hot air pipes in bakeries, where hot-air furnaces are used for heating purposes.

LIGHTS

Gas and oil lights should be kept at least 6 inches from any combustible door, partition or wall and at least 2 feet from any wood ceiling unless protected by a hood. Many cities require now that swinging brackets be provided with a guard or stop so that lights cannot get nearer than 6 inches to combustible materials.

SEMI-FIREPROOF PARTITIONS

Some bakers may be interested to learn how to construct fireproof partitions and ceilings for fried-cake rooms, ceilings over fire places of ovens, or other places where there is danger of fire. The following specifications are given for semi-fireproof partitions, etc., by the Industrial Commission of Wisconsin.

Semi-Fireproof Partition. A semi-fireproof partition shall be constructed of not less than $1\frac{1}{2} \times 3\frac{3}{8}$ inch studding, spaced not more than 16 inches center to center, with the $3\frac{3}{8}$ inch dimension at right angles with the plane of the wall, and having the following protection on both sides of the partition:

- (1) metal lath and at least $\frac{3}{4}$ inch of Portland cement or gypsum plaster; or
- (2) good quality plaster board at least $\frac{1}{2}$ inch thick, covered with sheet metal; or
- (3) $\frac{3}{4}$ inch asbestos board, covered with at least $\frac{1}{2}$ inch Portland cement or gypsum plaster, or with sheet metal; or two layers of $\frac{1}{4}$ inch asbestos board, breaking joints; or

- (4) the space between studding may be filled with approved incombustible material, the partition being plastered with Portland cement or gypsum plaster on metal lath; or

Semi-Fireproof Ceiling. A semi-fireproof ceiling shall be constructed of not less than $1\frac{1}{2}$ inch joists, spaced not more than 16 inches center to center, protected on the under side the same as specified for a semi-fireproof partition.

PROPER EXITS

Perhaps no baker allows his insurance policies to lapse. If his old policy expires at noon the 15th day of May, 1916, he sees to it that a new policy goes into effect at noon of the same day so that he is not without protection against fire for one minute. Neither should he permit the entrances to fire escapes (if he has any to be obstructed, nor the exits the help must use in case of fire to become clogged or barricaded. In all places where people are employed more than one exit should be provided and kept free. It is little short of a crime to lock employes in a room and in many states it is prohibited by law. I have seen cellar bakeries that are man traps: often only one narrow and steep inside stairway was the sole means of escape; the windows could not be opened; besides they were barred by a heavy screen and the area space (if there was one) was covered by an iron grating. What chance has a workman if a fire should break out which would block the stairway? The probability is that he would perish like a rat in its hole.

The possibility of a fire should be discussed by every proprietor of a bakery with his help. Not only are available exits to be impressed upon the workmen, but in a way they are to be told what to do in a case of fire. Much damage is done and many people are injured because they lose their heads. It may seem to be a rather poor joke to say: "In case of fire keep cool above all things," but it is most important that all

who have to do with a fire do not get excited but act promptly and with good judgment. Thoughtful men also provide handy means by which an incipient fire may be extinguished before it gains much headway and so considerable damage may be avoided. Chief among those are sprinkler systems. Insurance companies hold well designed automatic sprinkler systems in high regard and make material reductions in premiums whenever they are installed. These reductions in a short time often more than pay for the cost of the installation of an efficient, ample sprinkler system. Standpipes with hose connections are also often the means of preventing serious damage. Unlined hose is very satisfactory in buildings where it is used in rare emergencies as it is cheaper and does not deteriorate as rapidly; but it is not suitable for continuous or frequent use. Chemical fire extinguishers ought to be in every bakery; they often prevent serious blazes. It is important to have them recharged from time to time so as to be sure of their efficiency in case of need. As a rule, local fire chiefs and fire underwriters are able and willing to give valuable pointers in this regard.

A fire can often be smothered with damp sand and wet sawdust. Fried cake rooms in many good bakeries have a liberal supply of these materials available and handy for emergency use. Fire pails which must be kept filled and not used for any other purpose are very desirable. Whatever means are provided for extinguishing a fire should always be in plain sight.

Over and over again in these articles cleanliness and carefulness have been mentioned as first essentials to safety, without these safety devices be they ever so costly and elaborate avail but little. A striking bulletin has been published by a casualty company. It is reproduced and the writer sincerely hopes that it will be carefully read and never be forgotten.

Who Am I?

I am more powerful than the combined armies of the world.

I have destroyed more men than all the wars in the world.

I am more deadly than bullets and I have wrecked more homes than the mightiest of siege guns.

I steal, in the United States alone, over \$300,000,000 each year.

I spare no one, and I find my victims among the rich and poor alike; the young and old; the strong and the weak; widows and orphans know me.

I loom up to such proportions that I cast my shadow over every field of labor, from the turning of the grindstone to the moving of every railroad train.

I massacre thousands upon thousands of wage earners in a year.

I lurk in unseen places and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the streets, in the factory, at railroad crossings, and on the sea.

I bring sickness, degradation and yet few seek to avoid me.

I destroy, crush or maim; I give nothing, but take all.

I am your worst enemy.

I AM CARELESSNESS!

Stone Dating His Cakes

An innovation which should interest manufacturers of packages for box cakes has been put in effect by the F. O. Stone Baking Company, of Atlanta, Ga. Provision has been made on the bottom of the wrappers for placing a date, which will mark the limit of time to which the contents are guaranteed good.

Bakers' Machinery and its Benefits

By W. F. Fletcher, of the Thomson Machine Company*

THE manufacturers of bakery machinery have played a very important part in bringing the baking business up to its present state of efficiency, for without machinery, it is difficult to see how present-day baking could have attained such successes.

Machinery has to a very great extent eliminated the old fashioned set-in-his-ways baker, whose chief endeavor was to make an impression that bread baking was a secret process, and that he alone was master of the situation by knowing this process, and whenever any ideas or changes were suggested to him, it was his nature to assume an antagonistic attitude towards anyone offering same, believing that his theories were the only ones to go by, and any deviation from this was entirely wrong.

This kind of a baker was boss before machinery came into use, and the proprietor had little to say, but when machinery came into use, there developed different conditions, which opened up a field for the younger and more intelligent and progressive man, who was willing to take advantage of opportunities, looking towards system and improved methods over the old superstitious ideas, and in this manner there has developed many processes by which bread is made that are improvements over the old, in quality, uniformity, and at a less cost of production than before.

Manufacturers of machinery have been the leading causes in bringing this about, for whenever machinery entered the bakery which was dominated by the old fashioned kind of baker, one or the other had to vacate, and at the present time, machinery is holding down the job.

Machinery has so far justified the claims of the manufacturers as to the reduction in cost of labor, that the bakers' union in the city of Chicago grants a working time of eight hours to the employer where machinery is in use, and nine hours' time to the employer operating without machinery.

One of the most retarding influences in the baking business to-day is the "boss baker," who feels that he must be governed by the wishes of his foreman, or employees, when it comes to an issue relating to system in his plant, which is one of the hardest problems that the machine man has to confront.

The "boss baker" who is too timid to make an effort to manage his own business, fearing that his bakers will get mad and quit him, should be brought around to the proper way of thinking, for the time may not be far off when he will find his position as that of "boss," reversed to that of employee.

FEW BAKERIES WITHOUT MACHINES OPERATE AT A PROFIT

The bakeries now being operated without machines at a profit are very few, and could increase their profits if machines were being used.

The largest bakeries could not operate at a profit at the present time and under present conditions without machinery.

Machinery enables the master baker to inaugurate system in his plant, places him in an independent position as to incompetent and unsatisfactory help, and no bakery operating exclusively by hand can possibly be classed as "sanitary."

The mixing of doughs by hand is unsanitary, as compared when mixed by a machine. The moulding up of loaves by hand is unsanitary, as compared when moulded by machine.

The mixing, scaling, and moulding of the doughs in a bakery where the temperature is high, and employees perspire cannot be sanitary under the hand system.

When machinery is installed waste is eliminated, and system is established, which all goes to improve quality.

Waste in the bakery not only means unsanitary conditions,

but is a direct detriment to the quality of goods, as an excessive amount of material used above what formula calls for is injurious to quality of goods.

The mixing of doughs should be accomplished by first knowing absorption of flour, then by adding the required amount of water to every one hundred pounds of flour, as per absorption ratio with salt, malt, yeast, and such other ingredients as used and in this manner arrive at a uniform result.

When the baker places so much water in the mixer or trough and adds such flour as he believes proper, to make dough, he has no accurate system as more or less flour may be used than intended according to his yeast, malt, salt, etc., with no perceptible difference in texture of dough as to stiffness.

The division or weighing off of loaves is of importance, as loaves unevenly scaled cannot bake out uniform and will not prove uniformly in accordance with the size, mould, or pan used.

The hand-moulded loaf is made by folding from front, then from back, then each end is folded to center, the back part then brought forward, and seam closed, then rolled out to length and smoothness.

A loaf moulded in this manner has the gas cells wadded, is solid in places, and loose in others, and what old gases are left in the loaf must remain there during the proofing period before going to oven, which affect quality.

The machine-moulded loaf passes through a set of rolls, which elongates the gas cells equally distributing same, and conditioning the piece of dough first, then rolls it into a spiral coil before it enters drum of machine, and passes between drum and compression plate which finishes the loaf by closing seam. This insures uniform texture from center to surface, as gases are uniformly distributed throughout the loaf, giving uniform fermentation during the proofing period.

The baker knows it is best after punching or the working down of a dough, to pull same over from side of trough, as this conditions the dough, secures a better and quicker expansion the next time up than if he just simply punches the dough down and did not pull it over from side.

This feature is one of the most important when moulding up a loaf of bread, as the dough when ready to mould into loaves has arrived at the proper age and when being moulded into loaves greater care should be given this operation than the punching down of doughs beforehand, by having such gases as remain in the loaf equally distributed, insuring a more uniform quality of grade, color and flavor.

The baker should be advised that the first requirements looking towards the production of bread should be a good oven, then a mixer, and then a loaf-moulding machine, and if his business is large enough to justify the investment, he should then add a divider, rounder, and some sort of a proof-er that will enable him to reduce his labor cost.

What Machinery Will Do

For the ordinary baker making from 500 to 2,000 loaves of bread a day, if equipped with a good bread oven, dough mixer and loaf moulder, he can operate with one good head man, or foreman, and use other help than journey-man bakers, and in this manner reduce his cost of labor, get away from having to employ the regulation type of journey-man baker, be able to take care of any extra business which comes up at times, without putting on extra help, should an employee not show up, as does happen occasionally; he is not put to the former inconveniences that he had prior to installing a moulding machine.

*Paper read at the Oklahoma Master Bakers' Convention

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Answers to Inquiries on Many Problems of the Bakers

This department is open to any and all of our readers who wish to secure information on any phase of the baking business. In requesting answers to inquiries, please give full name and address, not for publication, but as evidence of good faith

Crust of Bread Getting Hard

I am having trouble with the crust of my bread getting hard. As soon as it comes from the oven it gets hard and will not soften up. In a day's time it's so hard that you can not put a dent in it. When it is cut it crumbles and will not get the right color. The dough is made at 80 degrees after thorough making and baked at 450 degrees; straight dough.—J. G. Y., PA.

ANSWER

If you want us to give you advice as to how to overcome your trouble, you must give us full particulars about your methods; after the few points you give us, it is still impossible to get at the cause of your trouble.

Getting as Large a Loaf, Using Machinery, as with Hand Work

Is it possible to get as large a loaf using machinery, that is, a divider, rounder, automatic proofer, and moulder, as can be obtained with all hand work?

The following is a three-barrel mix, which I am now using:

3 bbls. Montana hard wheat	13½ lbs. Sugar
flour	13½ lbs. lard
44 gals. water	9 lbs. powdered skim milk
7¼ lbs. Yeast	6 lbs. Diamalt
9 lbs. Salt	

When handling this dough I mix it the usual way, mixing about 15 minutes after all ingredients are in. The temperature when put in trough is 80 degrees. I allow it to come up the first time until it will recede to the touch, then allow it to raise one hour for the second punch, then give it three half-hour punches and take the dough to the divider ten minutes after the last punch.

Using this same mix and handling the dough by hand we get a much larger loaf; in fact, I think there is too great a difference. However, the grain of the machine loaf is much finer but the loaf has a tendency to be too firm and hard and the next day is quite firm.

Is there any way we can improve on our method or of adding ingredients to get a larger loaf with the machines?—G. V. H., WASH.

ANSWER

Allow your dough at least ¾ of an hour after the second punch, and take it to the divider instead of giving it three half-hour punches. The machines will work your dough firmer than if everything were done by hand, and for this reason the dough must be taken younger.

In case this does not help, use 1 lb. more yeast and 1 lb. more salt to your three-bbl. mix, and take the dough as young as mentioned above.

Please let us know how you make out, we are always anxious to know how our suggestions work.

Keeping Taste in Cookies for Six Months

Please tell me how to keep the taste in cookies for about six months. Does salt in the cookies preserve them and cause them to remain tasty?—A. M. M., CALIFORNIA.

ANSWER

Yes, you can preserve the taste in cookies, but not their

moistness. In short, they will turn stale as you have to expose them to the air. They would be different, however, if you pack them in containers, such as tin cans. These containers, if hermetically sealed, will preserve the moistness and also the flavor of cookies for a long time. Whether or no it would pay you to put up common cookies in this way is another question. Salt has nothing to do with preserving the taste. A little salt is taken only when all lard is used in order to give the cookies a better taste.

♦ ♦ ♦

Would you please publish a recipe for Butter Ring Dough and also directions to roll them up.—W. A. S., OHIO.

ANSWER

The recipe you are calling for, is known as yeast-raised pastry. You should have no trouble whatever to obtain the desired results. A little experience is necessary, however, as in every other formula tried for the first time.

YEAST RAISED PASTRY

Use coffee cake dough of medium stiffness. Take about six pounds of this dough and roll into a square of 12 x 18 inches and set into a cool place for about a half hour. Then roll out, same as for puff paste, placing the butter upon it in little lumps, distributed all over the surface of the dough. Fold up the edges of the dough to enclose butter, handling the same as in making puff paste. Now roll out into 1½ inch thickness, fold in three parts and roll out again; set in a cool place and allow to rest for another half hour. Then repeat the rolling, giving it two more turns; let raise again 15 minutes, and the pastry is ready for use.

We are giving you two formulas of coffee cake dough. We may mention that a ten-cent ring made out of yeast raised pastry should be scaled not more than 10 oz. When rolling in the butter for the first time, bestrew same with raisins and cinnamon sugar. Bake in same way as you would common coffee rings.

COMMON COFFEE DOUGH MADE WITH SPONGE

Scale off 6 lbs. sponge, work this through with 1 qt. luke warm milk; then add 1 lb. brown sugar, 1 lb. butter and lard, about 1 oz. salt, vanilla flavor and mace; mix this with as much flour as necessary to a medium dough; let the dough rise and it is then ready for use. A little egg coloring may be added to the milk.

STRAIGHT COFFEE CAKE DOUGH

For every quart of luke warm milk or water use about 1 oz. yeast, 10 to 14 oz. brown sugar, 10 to 14 oz. butter and lard, 1 oz. salt, vanilla and mace; color the water or milk with egg coloring; mix all to a medium dough with as much flour as necessary; after the dough has raised a second time it is ready to use.

♦ ♦ ♦

Box Cake

I am enclosing a recipe for Box Cake which I use but it does not seem to be as light and tasty as it should be. Could you tell me what is wrong or give me a recipe to be made by hand?

Gold Cake

1 qt. eggs	4 oss. corn starch	} rub and cream
4 lbs. sugar	4 oss. strong flour	
4 oss. milk powder	2 lbs. butter or lard	
1 oz. salt flavor		

1 qt. water	add	} sift and add
4 lbs. strong flour		
4 oss. sugar		
1 oz. baking powder		

Also how much milk should I add to the cornstarch for boiling as referred to by Theodore C. Bartholomae, in BAKERS REVIEW of December, 1915, page 89 (The Box Cake Question).—A. P. T., N. J.

ANSWER

We are indebted to Theo. C. Bartholomae for the following information:

CORRECTED RECIPE

1 qt. eggs	4 oss. milk powder
4 lbs. powdered sugar	flavor

4 lbs. winter flour, if very weak though and the cake does not stand up well in the oven, you may use 1-3 patent flour, 1 oz. baking powder—sift and add.

Cream part of the 4 lbs. of powdered sugar, 4 oss. starch (you can get this already prepared in one of several preparations advertised in BAKERS REVIEW), 1½ lbs. of butter if you desire a good butter flavored cake, as lard, on account of the Box Cake being wrapped tightly, leaves a disagreeable taste in the mouth (read my article). 1 qt. and ½ pt. water, or more if too firm.

Of course you may use 4 oss. of starch and boil it with part of your sugar and milk the evening before you make your cake, as it has to be thoroughly cooled before it is creamed in with the butter, but one of the ready-prepared products similar to Plymco, being boiled starch in dry form, relieves you of all this mess and works just as successfully.

Great care must be taken so your milk in creaming does not get very warm; it may also be advisable, as one large Box Cake maker does, to beat the eggs fairly light with part of the powdered sugar. Kindly let us know how this mix has turned out?

Devil's Food Cake—Icing

I am sending you under separate cover a sample of devil's food cake the size of which is 8 inches in diameter and about 4 inches high when iced. Would you be kind enough to furnish me with recipe for same, also recipe for icing used on same.

Is it possible to sell a cake of this kind at that size at 25 cents and make a reasonable profit? I would also like a recipe for using icing powder, also marshmallow powder.

Is this cake made by hand or machine?—C. H. L., PA.

ANSWER

Your sample of cake is made as follows:

1 lb. sugar	½ pt. milk
1¼ lbs. flour (winter wheat or soft spring patent)	2-3 oz. baking powder
6 eggs	¼ lb. melted butter or any other shortening
	vanilla flavor

2 oss. chocolate liquor (melted)

Fill in 4 x 8 in. pans well greased and dusted. Use about five (5) oss. to each pan. Bake in moderate oven.

ICING

5 lbs. granulated sugar 1½ lbs. glucose

Put in a clean vessel, water enough to cover, wash down on sides and boil to 238°. Put on marble slab and let cool until luke warm. Beat 10 eggwhites to a stiff froth, add 1 lb. XXXX sugar. Now cream your sugar with spatula until it begins to get white. Then stir in your meringue and work until stiff and smooth. Cover with damp cloth, add a good vanilla flavor. Now warm this up in hot water bath, add sufficient water (that is, very little) to soften. Fill your cakes with this filling and also ice with the same. You may flavor and color to suit. This will keep soft and moist a very long time. You can easily sell

this cake for 25 cents and make a good profit. As to icing powder, your jobber will furnish you with the desired recipe, as I do not know the strength of your icing powder.

Your marshmallow powder, we presume, is gelatine.

4 lbs. sugar 1 lb. glucose

Boil to 258°. First put enough water on it to cover. Wash down on sides. Dissolve 2 oss. gelatine in 1¼ pts. water. Now put this in machine and heat. Whip 1 pt. of egg white to very stiff froth, gradually beating in 1 lb. of XXXX sugar. Now while your mixture is warm beat in your eggwhite.

While warm spread over your cake.

Oven Troubles

Please tell me in your next month's issue what is the matter with my oven. It don't seem to hold the heat. Is the arch too high or too low? It is 24 inches. The oven is a German brick oven. I had it rebuilt and a cement wall put around it and since that it loses the heat so that I can't bake more than one ovenful of bread with one fire. The bottom does not get warm, so I can't get the bread baked on the bottom.—J. O., MINN.

ANSWER

Our only advice is, that you should let a good bakers' oven builder examine your oven. It seems as if there is something wrong with the draught.

Boston Cream Pie

Please furnish me with a recipe for Boston Cream Pie.—C. H. K., PA.

ANSWER

Pies are made either of sponge cake, jelly roll or wine cake mixture. We would advise taking wine cake mixture. Bake in deep pie plates, grease and dust the same lightly. For 10c pies seven to eight ounces of dough are sufficient. After baking allow to cool a little, then cut the cake in half horizontally, and fill either with vanilla cream or the less expensive cream filling; then cover with top layer of cake and dust with fine powdered sugar.

VANILLA CREAM

1 lb. sugar	6 oz. cornstarch
2 qts. milk	vanilla
6 eggs	a little butter

Bring milk, sugar and a little butter to a boil; dissolve the cornstarch in a little milk and mix with eggs thoroughly; pour this into the boiling milk, stirring constantly until it reaches the proper consistency; let the cream cool and then add vanilla.

Italian and French Bread

Can you give me a formula for making Italian and French Bread. I have had a sample of the latter kind and it tastes very sour.

I have a few customers that demand that kind and are sending for it on the outside but would buy it from me if I made it. They say mine is too good and that they ate too much of it.—G. F. N., NEV.

ANSWER

Here are two formulas for a very small batch, which you can multiply if necessary.

Make a sponge from 2 quarts warm water, 1 oz. yeast, and enough flour to make a soft batter; let this get ready twice, that means let it rise and drop, and rise and drop again, without interfering with it; then put on 1 more quart water, 2 oss. salt and make a dough of medium stiffness; let this dough rise once, and then work it up.

We would not advise you to let your bread become sour; just make it this way, and there will be hope that you please your customers.

There is another way to produce this bread as follows:

Take an old piece of dough from the previous batch (about five pounds); on this put two quarts of water and work it fine. then add enough flour to make a soft sponge. Let this rise and drop fully, then put on another quart water and 2 oss. salt and make a medium stiff dough. Let this rise once and work up. Perhaps this formula will suit better—just try it, if you are anxious to serve these customers.

In case this is not what you want, let us know, and we will give you a formula on the ferment basis, but then you must notify us how large a batch you wish to make.

THE BAKERIES OF AMERICA

Personal Visits and Inspections of Machine Shops by a Practical Baker

Manchester, New Hampshire

(Continued)

Vinert & Vadnais, 640 Harvard St.—Vinert & Vadnais have been in business four years and in this short period of time have built up a trade that places them among the leading bakers of New Hampshire. It was a pleasure for me to inspect the shop of this bakery in which a cleanliness prevails that can not be surpassed. No millionaire can have a cleaner kitchen than the shop of these two gentlemen. It is a sunlit bakery (like all Manchester bakeries), having nine windows through which God's pure air can enter. In this fine and sanitary bakery only bread is baked. The output amounts to 19,000 loaves weekly, and about 100 bbls. of flour is consumed. In the shop I saw a Champion mixer and a Thomson moulder. The baking is done in a Petersen oven. The baked bread is wrapped in two hand sealers. Four wagons are out, and seven bakers are employed. There is no doubt that Vinert & Vadnais have the old saying, "Cleanliness is next to Godliness" for their motto.

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Lowell, Mass.

Fred C Stoddard, 791 Central.—Mr. Stoddard owns a neat corner store. He does the baking alone, and turns out a fine line of goods. Store and shop are strikingly clean, and everything is kept sanitary. In the shop we find a Lynn-Superior dough mixer. The baking is done in an old-fashioned brick oven. Everything is sold over the counter. In connection with the bakery is a nice grocery. Mr. Stoddard has owned this place for five years and is certainly doing fine.

William Scally, 5 Davis Square.—Two bakeries are owned by courteous Mr. Scally, one, the main place, at the address mentioned above, and one at 547 Central St. In the first shop the proprietor and a helper do the baking. In this shop is a Read dough and cake machine. The baking is done in an Ordway oven. On Central St. one charming lady baker is employed, but no machines are necessary, as most of the baking is done on Davis Square. A full line of bread, pies and cakes is baked under most sanitary conditions.

Barrett Baking Co., 328 Broadway.—Two men and a boy do the baking in this place, which is nicely equipped with machines. I found a Triumph outfit consisting of dough and cake mixers, also sifter, and a Thomson extension moulder. The baking is done in two old-fashioned ovens. The main trade seems to be bread. Sell wholesale and retail.

James Webster, 345 Westford St.—This is a very clean bakery, employing two men. In the shop is a dough mixer as well as a cake machine made by the Day Co. I think they are the first machines made by these people. Bakes a little bit of everything. Sells retail only. Has a fine store in which also stationery, candy, etc., is sold.

C. M. Barlow, 202-206 Middlesex St.—Mr. Barlow, a fine and amiable gentleman, owns one of the finest and largest bakery stores in Lowell. He did business for eight years at 162 Middlesex St. and moved into his present quarters a short time ago. In his spotless shop he employs four bakers, turning out a high grade line of bread, pies and cakes. The baking is done in an Ordway oven. The store is not only one of the most attractive, but also one of the largest bakery stores in Lowell. A full line of delicatessen goods is also sold in same. Three sales ladies are kept busy serving the customers. Sell wholesale and retail.

B. J. Begin, 475 Moody St.—Mr. Begin, a very courteous gentleman, has an exceedingly clean and neat shop. He employs ten people altogether; among them are four bakers. The shop is equipped with a Lynn-Superior dough mixer with tempering tank and a Thomson extension moulder. The baking is done in two old-style brick ovens. Only bread of the highest quality is baked. The baked bread is stored away in closets in order to keep same moist and also free from dust. Five wagons are kept busy. Sells wholesale and retail. No store trade. Mr. Begin, who has been in the baking business seventeen years, is the second largest baker in Lowell.



By Otto Werlin,

Editorial Associate BAKERS

REVIEW

J. A. W. Vincent, 466 Moody St.—"Nous invitons le Public a visiter Notre Cuisine." Here they are! The first few words I ever wrote in French, and it means in English: "We invite everybody to visit our baking department." As we find in Lowell, Mass., just as many Frenchmen as there are Germans in Hoboken, Mr. Vincent, a very amiable Frenchman himself, has placed two signs, one in French, and the other one in United States, in his store to invite the public to visit his baking department, which he opened about six months previous to my visit. This demonstrates fully that Mr. Vincent does not fear any criticism, but rather invites it. He really has nothing to fear, as his place is up to the mark, clean and sanitary, and he has a right to be proud of his model bakery. Three bakers are employed in the shop. The baking is done in two Ordway ovens. The goods produced, bread as well as cakes, are of superlative quality and most skillfully displayed by the lady in the store, which is by the way the finest and most attractive store in this part of the city. Everything is sold retail. Mr. Vincent has the writer's best wishes for success.

J. R. Eldridge, 220 Chelmsford St.—Mr. Eldridge has been on the same place and doing fine business for the past ten years. He is a very good baker himself and employs also another baker. Bakes in an Ordway oven. The line of goods produced is to be compared very favorably with the best in Lowell. Mr. Eldridge also gets a fine price for his baked goods. Every dozen cookies sells for 12 cents, and the pies cost 12 cents each. Nothing is delivered, everything is sold over the counter, retail. Store and shop are strikingly clean and in the best of condition.



Store of J. A. W. Vincent's Bakery, Lowell, Mass.

J. K. Farnam, 53 Westford St.—No cleaner place than Mr. Farnam's bake shop is imaginable. This is how I start my little article over this bakery. In fact, Mr. Farnam cannot be commended too highly for keeping his shop in such splendid condition. Not a bit of dust or dirt can be seen either on the floor, which is lined with linoleum, or on the barrels, covers or other utensils. Every bread pan and pie plate is cleaned and washed before putting away in the closet where they are kept free from all dust. A neatness prevails in this shop which is hard to describe. "And I have kept this place in the same condition from the day I started, and that was some 18 years ago," Mr. Farnam told me with apparent pride. This gentleman caters only to high-class family trade and also supplies church parties with the necessary bread, pies and doughnuts. The shop is



D. L. Page Co. Building, Lowell, Mass.—Note the Clock
equipped with a Peerless 4-speed cake machine. The baking is done in a gas oven. Mr. Farnam and his wife do the baking. A tempting line of goods is produced in this little "fairy bakery."

*D. J. Hart, 77 Salem St.—*Mr. Hart operates two places, one at the above mentioned address, and one at 500 Merrimack St. The place on Salem St. is the main bakery and is equipped with a Read dough mixer and a cake machine of the same make. The baking is done in an Ordway oven No. 5. The shop on Merrimack St. has no machines. All together seven bakers are employed. Everything is sold retail and over the counter. Mr. Hart, a very amiable gentleman, has been in business 21 years and has built up a fine reputation owing to the high quality of his goods. Stores and shops of both places are in the best of condition, and the tempting line of goods is most attractively displayed in same. The main trade seems to be cakes. The name of Hart stands for quality goods in Lowell.

*The Johnston Bros. in Lowell, Mass.—*This is one of the oldest baker families in Lowell. Mr. Johnston started in business some 25 years ago at 15 E. Merrimack St. This place is now operated successfully by James Johnston, a son of the former proprietor. The day I called at this bakery, they were busily engaged installing a brand new Hobart cake mixer in the shop. The baking is done in a Knight portable oven. Matthew Johnston, a brother of James J., has a nice flourishing bakery at 621 Broadway. He does the baking with one helper, and has a fine store trade, while the third brother, Alexander, is doing well at 467 Lawrence St. This gentleman has owned his bakery for eight years, and does the baking with a helper. The shop is equipped with a Triumph cake and a Day dough mixer. The

baking is done in an old-fashioned brick oven. Every one of the Johnston brothers turns out a superior line of goods. Especially their cake line is praiseworthy. The brothers confine themselves to store trade only and have no wagons.

*D. L. Page Co., 16-20 Merrimack St.—*About half a century ago, D. L. Page returned with the victorious northern army after serving honorably through the entire Civil War, and opened a little candy kitchen in Lowell. Fifteen years later he opened a restaurant, still keeping up his candy kitchen. In connection with this he also did some catering. Business still continued to increase and the D. L. Page Co. was formed. Three years ago, the company built an absolutely fire-proof building, four stories high and with a basement. This building is located in the heart of the city at a point where every car line crosses. The entire building with the beautiful terra cotta front is occupied by the D. L. Page Co. It is an eating place of peculiar excellence. But not only is it the best restaurant in the city, it is also the leading candy shop, the leading caterer and the leading baker in Lowell. The firm commenced to do its own baking as soon as it entered the restaurant business. To-day it has undoubtedly one of the finest equipped bake shops in the city of Lowell.

The shop is located on the top floor. I saw the following machines in same: One Day mixer with sifter, a Dutchess 2-pocket dough divider, a Day moulder, a Zerah baller, a Van Houten roll divider, a Champion cookie dropper, a Day egg beater, a Carroll clipper, and a revolving proof closet. The baking is done in two double ovens built by the National Oven Co., of Fishkill Landing, N. Y. The sidewalls of same are covered with tiles. For the convenience of the bakers we find a dressing room equipped with shower baths, individual lockers, wash stands, etc. In one corner is an ice box, 8x8 feet, holding the eggs, butter, etc., used during the day. The ice box is cooled by means of cold air, furnished from their own refrigerating plant, located in the basement. On the same floor we find three more little departments, the chocolate shop, the doughnut kitchen, and the pie room. In the chocolate shop all the fine chocolate bonbons are made; in the pie room two lady bakers make about a 100 pies a day, while in the doughnut kitchen the crullers are produced.



Make-up Room in D. L. Page Co. Bakery, Lowell, Mass.

On the third floor we find the vegetable kitchen, the general stock room and the candy shop. In the candy shop I met D. L. Page, a jovial old gentleman a little over 70 years young, directing the making of candy for the Christmas season. As L. C. McLeon, the manager of the company told me, Mr. Page works during the first part of the winter season every year. Of course this department is also equipped with the latest machines in this line.

On the second floor we find the kitchen, in which ten cooks are employed. Here we also find an ice box cooled by the refrigerator in the cellar. The elegantly furnished dining room with a seating capacity for 160 people is also on the same floor. On the first floor, we find a lunch room and the finest retail bakery store in the city (in which ice cream and candy is also sold) and the sales room.

The basement is utilized by the ice cream department, butcher shop and general storage room. The latest word in freezing machines can be seen here. The frozen cream is stored away in a refrigerator which has a temperature of 5 below zero. Another refrigerator, not quite so cold, is for the storing of pie fruit, etc., while still another is for the soft drinks, such as grape juice,



Mixing Room in the Page Bakery

ginger ale, etc. Here I noticed a warning placed by the head of the soda department, who put it up after a few bottles of ginger ale "mysteriously" disappeared. It reads like this: "Warning! If you drink Ginger Ale you are spotted! Look out!" In the basement we find two refrigerating plants, one is a 12-ton and the other (for reserve) is an 8-ton refrigerator. In the stock room about \$12,000 worth of goods are stored. The sanitary condition of every one of the aforementioned departments is unsurpassable. The cleanliness prevailing in every corner of the building is most striking. I have seen many similar plants during my travels, clean and sanitary, but I have not seen a cleaner place than the one of the D. L. Page Co. in Lowell, Mass.

In all departments, 120 people are employed; among them are fourteen bakers. The bread output amounts to 4,500 loaves a week; also a full line of rolls, cakes, etc. Everything is sold retail. Only a high grade line of goods is produced and the best materials obtainable are used in the production of the baked goods.

Mr. Page uses a huge Seth Thomas clock for advertising purposes. This clock was purchased about three years ago at an expense of \$1,000. Above the dial of the clock, we find the name of the firm, while beneath the dial, from all four sides of course, are sliding cards, indicating the changes in the weather, as forecasted by the official weather bureau in Washington. On the foot of the clock is an immense barometer. As mentioned before, Mr. Page's place is situated in the heart of the city, and thousands of passersby direct their eyes to the clock to get the correct time, to the barometer and weather cards, and last but not least, to the name of the progressive firm, reminding them that the D. L. Page Co. does everything in its power to serve the public in the best possible way.

* * *

Lynn, Mass.

Geo. Chaplin, 455 Essex St.—Everybody who knows Mr. Chaplin likes him. Only six months ago he opened a little bakery in connection with a grocery store. Mr. Chaplin is proud of the success he obtained in this remarkably short time. He says he built up a nice trade. The gas oven he uses for baking he built himself. There is not the slightest

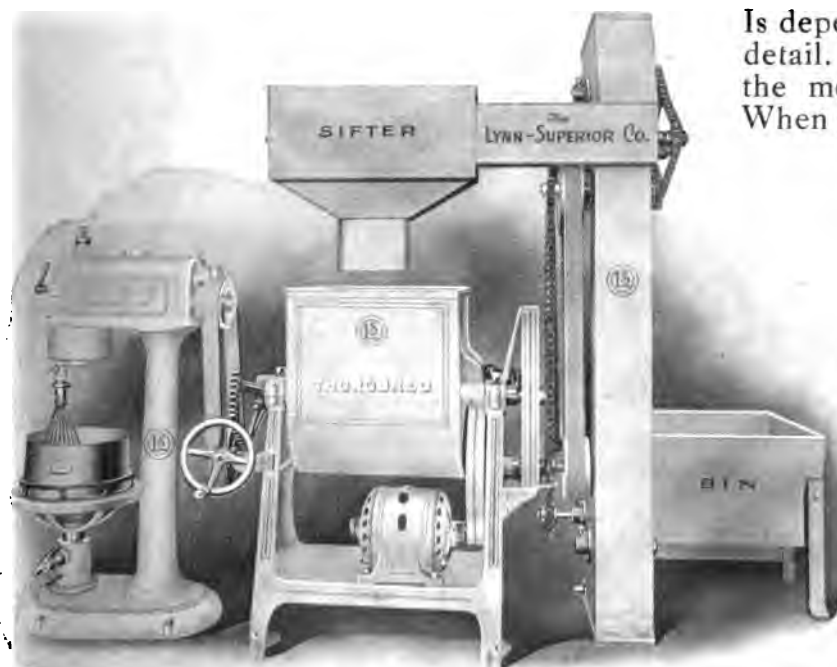
doubt that Mr. Chaplin will be successful in his chosen line of business as he is able to turn out a tempting line of goods

F. A. Whitney, 76 Lewis St.—On Lewis street I asked one of Lynn's ever-smiling cops for the location of the next baker. Whereas he replied, if you want to see one of the finest bake shops in Lynn, take the first baker to your right. And really the cop was right. But I would like to add, it is not only the finest retail store in Lynn, but one of the finest in Massachusetts. Yes sir, some bakery! The store is one of the most refined and elegantly laid out stores I have seen. The floors of the windows are lined with enamel tiles; the show cases, fixtures, etc., are the last word in this line. On the wall we find a sign for "suggestions." Sliding cards with the names of a number of cakes as suggestions for the day give the customers a clear view of the assortment of cakes they have on hand. This does away with the old-fashioned sign pinned on cakes, which are often greasy after handling a few times, thus giving them an unsanitary appearance. The cash register in this store represents an investment of \$485.00. We also find two nicked boxes, with steam device, for Boston beans and brown bread. These "Boston Specials" are served hot from the store.

The shop is kept in the same way as the store, strikingly clean, light, airy and with many windows, a sunlit shop in every sense of the word. Here we find a brand new Triumph combination outfit consisting of dough mixer and cake machine. The baking is done in an Ordway oven with white side walls. Two men do the baking in this model place, and a superior line of goods is produced. Everything is sold over the counter. Mr. Whitney started in business at 262 Summer street on October 5, 1898; in September, 1903, he moved to Commercial and Summer streets. In December, 1914, he sold out this place, and on September 20, 1915, he re-entered business at his present location, 76 Lewis street.

H. J. Schmidt, 131 Broad St.—In Mr. Schmidt's place, an exceedingly fine line of cakes and bread is baked. The appearance of this bakery is wholesome and inviting. Mr. Schmidt, a kind gentleman, has been in business 25 years. He employs two bakers. In the shop is a Triumph cake mixer. The baking is done in an Ordway oven. Sell everything over the counter, retail. The fine sanitary condition of Mr. Schmidt's bakery can not be commended too highly.

LYNN-SUPERIOR MACHINERY



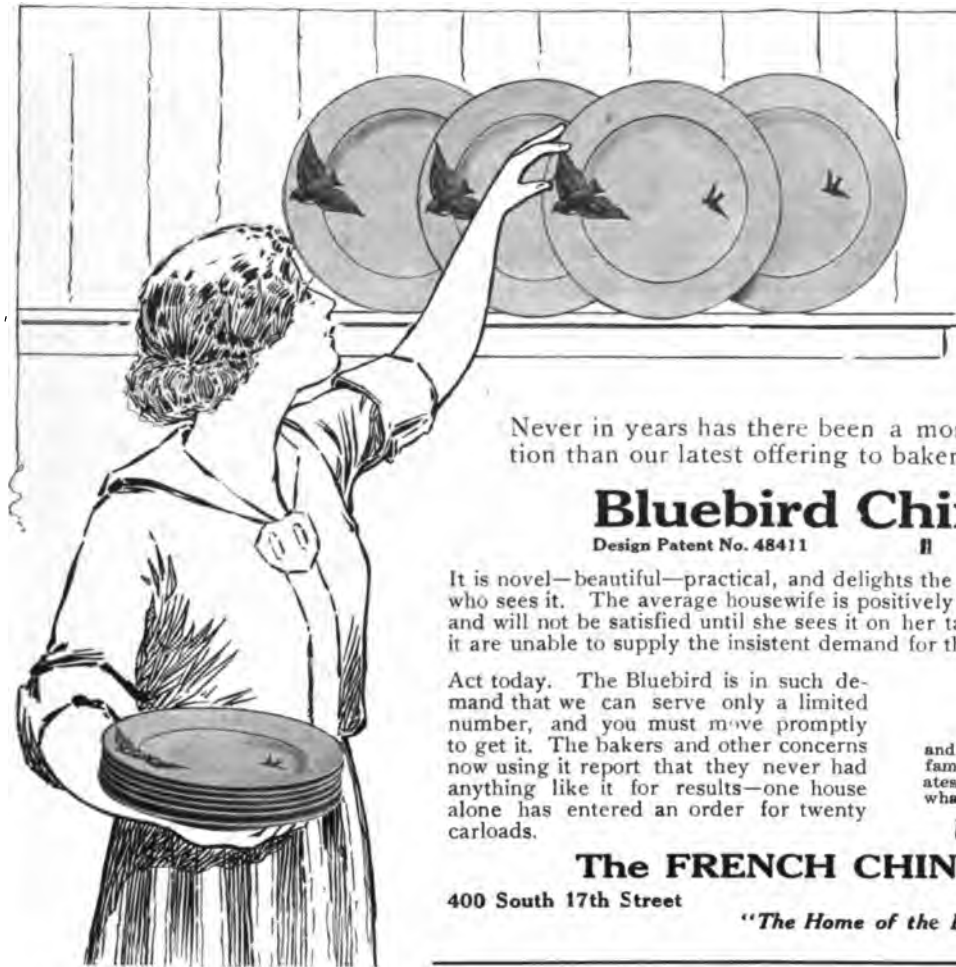
Is dependable because of attention to detail. No part is too small to receive the most rigid test and inspection. When you buy an "L-S" outfit you get full value for every dollar—honest machinery at honest prices.

The Thorobred Dough Mixer has been a leader for years because it stands hard work probably better than any other. Bakers everywhere know this.

The "L-S" Four-Speed Cake mixer has all the improvements on any other besides our exclusive features. By this is meant no breakage of gears or paddles and the fastest action obtainable.

If you want machinery that will really do your work as it should be done, write us today.

The Lynn-Superior Company
Cincinnati, Ohio.



The Bluebird brings happiness, according to Maeterlinck's story, and this is proved true by the delight of the woman who secures a Bluebird set.

Every Woman Loves the Bluebird

Never in years has there been a more popular dinner ware decoration than our latest offering to bakers for premium use—

Bluebird China Ware

Design Patent No. 48411

II

Patented January 4, 1916

It is novel—beautiful—practical, and delights the eye and artistic taste of every one who sees it. The average housewife is positively clamorous for a Bluebird dinner set, and will not be satisfied until she sees it on her table. Department stores that handle it are unable to supply the insistent demand for the Bluebird.

Act today. The Bluebird is in such demand that we can serve only a limited number, and you must move promptly to get it. The bakers and other concerns now using it report that they never had anything like it for results—one house alone has entered an order for twenty carloads.

Take advantage of this popularity

and use Bluebird ware as a premium on our justly famous Dinner Set Advertising Plan, which operates without cost to you. What you sell pays for what you give away—this is absolutely true.

Write today for our proposition

The FRENCH CHINA COMPANY

400 South 17th Street

"The Home of the Bluebird"

SEBRING, OHIO



10c Worth of Cake in an Attractive Package

That's what brings your customers back



IF YOUR GOODS ARE MADE RIGHT—THEY WILL BE IF YOU

USE RI-CO PRODUCTS

Put an assortment of Honey Fruit—White—Gold and Spice Cakes on your counter—watch your customers wait on themselves! They know the cake is fresh and will keep so—that it has not been exposed to dust or handled and that it can be carried home without being crushed. **Send the coupon for full information.**

To get the dimes out, you must put goodness in—

RI-CO
Pure White

RI-CO
Whole Dry Egg

RI-CO
Emulsions

RI-CO
Extract

THE W. K. JAHN CO.

483 Greenwich St.
NEW YORK

130 No. Franklin St.
CHICAGO

Mail this Coupon Today.
The W. K. Jahn Co., 483 Greenwich St., N. Y., or 130 No. Franklin St., Chicago.
Gentlemen—Please send particulars at once regarding your 10 cent box cake proposition.

Our Demonstrator will call if you wish—Free of Charge

Name.....
Address.....
City..... State.....

Trade Getters for the Live Baker

*Fourth Article in a Series by Frank Farrington**

35. Pay Envelope Idea

It is not uncommon for merchants to use advertising space on pay envelopes of local manufacturers, sometimes going so far as to supply the envelopes free for the privilege of using this space. In using an advertisement in this space, it might be worked something as follows: "One of the dollars inside is worth more than the rest. It is the dollar you bring to Blank's store and pay for" Then go on with a brief description of the items mentioned and with the reasons why they are better worth a dollar than anything else the dollar would buy.

36. Getting Prospects' Names

Most merchants would willingly give something to know the names of a number of prospective purchasers of important items in their lines. It is possible to uncover these up a circular addressed to school children, saying you will prospects by offering a premium for such information. Get give a base ball or a doll, or some other attractive article a youngster of twelve or fourteen would like, to anyone bringing the names of friends or relatives who might become customers. If you are afraid the children will take advantage of you, give them merely a nominal souvenir for the name and offer the more valuable present when you have secured the customers. These circulars may be distributed amongst the children as they come out of school. The circular may contain a coupon with a ruled space in which the prospect's name may be filled in.

37. Money in Packages

A run may be started on a line of popular-priced goods that have a large sale, by inserting in an occasional package a silver "quarter" and seeing that the prize packages are handed out to people who will be likely to spread the news. Of course you cannot promise or advertise that a premium is regularly placed with the goods, but leave it to the customers to draw their own conclusions, maintaining a discreet silence on your part. If the impression gets abroad that the premium is placed there by the manufacturers without advertising it, you cannot be expected to refuse to supply the increased demand for the goods.

38. Advertisement Scrap Book

In order to stimulate interest in the store's advertisements, it is a good plan to offer a prize, or several of them, for the best scrap book made of your store advertisements. The requirements for the prize winner should be that it be the most complete collection and that it present the advertisements in the best arrangement and with the best two-line comment under each. The scrap books to be displayed in the store window when the prize awards are announced, but to be returned afterward to the owners so they may give the store the benefit to be gained by the books being shown among friends and acquaintances. Announce a committee of judges to be made up of disinterested parties, perhaps a newspaper man, and an advertising man and a practical printer.

39. Numbers in the Windows

By placing arbitrary numbers on articles shown in the windows and by placing there a sign asking that customers who want to see those goods, ask for them by number, you make it easy for anyone to walk into the store and indicate to the clerk what he or she wants to see, without the sometimes difficult necessity of making the salesperson understand just what particular item in the window is meant. When number cards are prepared for this purpose, they may be used over and over again. After the window is trimmed it will not take long to put in the cards. Then a list should

be made up of the items with the corresponding numbers on it. This list may be duplicated and a copy placed wherever desired in the store.

40. Hourly Sale

A way of stretching a limited supply of a certain bargain so it will last all day, is to offer the goods on a basis of a certain number being sold each hour. That is to say, beginning with eight o'clock in the morning, five, ten or fifteen of the item would be sold; at nine o'clock a similar lot would be placed on sale, and so on up to closing time or as long as the supply lasted. Of course any left over from one hour might be sold during the next hour. The plan can be varied to suit the store needs and conditions. This plan is indicated when there is a certainty of the demand for some exceptional bargain exceeding the available supply. The statement that only a limited number of an article will be sold each hour or during a certain period, will of itself stimulate the demand somewhat.

41. Paying for Reading

There are various methods of paying the recipient of your circular for reading it. One of them is to enclose a brand new penny with the circular, stating it is sent to pay for a minute of the person's time. Another is to send a check for one cent for the same purpose. A cent a minute, you can claim is paying for the reader's time on a basis of \$6 a day for a ten hour day. Of course it is likely to take the reader more than a minute to read the advertisement, but it is up to the advertisement itself to hold the attention that is gained by this plan. A circular headed, "Here is a pay for a minute of your time," will be pretty sure to be read when the money is right there to make it a spot cash deal.

42. "Bakers' Dozen" Sale

This is nothing more or less than a sale for a special day or week during which the store gives thirteen to the dozen. If a careful examination of the stock discovers any items which you absolutely cannot include in this offer, make exceptions of them, stating the fact in the advertising. The best values under the plan should be shown in the windows and featured in every way possible. At the same time a "17 ounces to the pound" offer might be put in force. The two work together, and while they do not attract attention perhaps because of a tremendous price concession, they do attract attention by reason of their novelty, and they represent an actual saving that careful shoppers will notice.

43. Making Pillars Work

Where there is a large post or pillar in the store, it can of course be made to carry a show case of some kind if there is room, but in many instances the space is lacking for a case. If the pillar is covered with a plate glass mirror on each side, it will be found that it will become an attractive fixture and a part of the equipment that will attract attention and help to give the store individuality. This may be the case even if the pillar happens to be in the window. Where the pillar is circular, if it is large enough, it may be worth while to put convex mirrors around it, thus making it an amusing feature and one that people will come to see, bringing their friends and particularly the children.

44. Advertising Philosopher

If you can get the service of a clever chap in your town to write a snappy little two or three line paragraph of a semi-philosophical nature to run in your advertisement, you have an opportunity to increase the number of regular readers of what you have to say, and to make regular readers out of the casual ones. The little piece of pagent comment should be of local interest, applying to some local condition or situation or to a well known local celebrity. Such matter

*Copyright, 1916, by Frank Farrington.

is appearing all the time in the feature "columns" in most daily papers. Adams' "Conning Tower" is one of the most conspicuous examples, "The Line o' Type" is another. The paragraph should always occupy the same position in the advertisement, and it will be desirable to call attention to it at first by reading notices throughout the paper. Get the public started reading this and talking about it and they will continue to look for it, and it is safe to say they will see the rest of your advertisement too.

45. The Mysterious Photograph

From a local photographer get a photograph of some well known man who will not object to such use of his picture, his permission being secured first, of course. Take a sharp knife and cut out such portions of the features as will spoil the complete likeness and yet leave enough to give certain pronounced characteristics of countenance. Mount the picture on a large card and display it in a frame in the window with the offer of a prize to everyone who will come in and give the right name of the original. In order that the name may not become public property when the first right guess is registered, have each guesser fill out a blank giving his guess. These blanks are to be saved and the correct guessers notified later, when the contest ends, to call and get their prizes.

* * *

Statement of the Ownership, Management, Circulation, etc.,
Required by the Act of Congress of August 24, 1912
 of BAKERS REVIEW, published monthly at New York, N. Y. for
 April 1, 1916.

State of New York }
 County of New York } ss.

Before me, a notary public, in and for the State and county aforesaid, personally appeared Chas. B. Thompson who, having been duly sworn according to law, deposes and says that he is the Business Manager of the BAKERS REVIEW and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Name of	Post Office Address
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Publisher—Wm. R. Gregory Co., 233 Broadway, New York, N. Y.	
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Editor—Chas. B. Thompson, 233 Broadway, New York, N. Y.	
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Managing Editor—Chas. B. Thompson, 233 Broadway, New York, N. Y.	
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Business Manager, Chas. B. Thompson, 233 Broadway, New York, N. Y.	
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2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock.) Wm. R. Gregory Co., 233 Broadway, New York, N. Y.; Chas. B. Thompson, 233 Broadway, New York, N. Y.; Geo. A. Zabriskie, Produce Exchange, New York, N. Y.; A. M. Gregory, Montclair, N. J.; A. F. Langdon, London, England; J. A. McCarthy, Philadelphia, Pa.; S. Levine, 1146 43rd Street, Brooklyn, N. Y.; M. Gregory, Montclair, N. J.; F. H. Price, 3 So. William St., New York, N. Y., and H. A. Oswald, Union Hill, N. J.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the

company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is—(This information is required from daily publications only.)

CHAS. B. THOMPSON,
 Business Manager

Sworn to and subscribed before me this 20th day of March, 1916.

(seal.)

SIMON LEVINE.

(My commission expires March 30, 1916.)

* * *

New Yeast Concern in Philadelphia

Philadelphia is to have a new compressed yeast factory. The intention is to have a capacity of 8,000 pounds of bakers' yeast daily, with denatured commercial alcohol as a by-product. A Delaware charter, capitalized at a half-million dollars has been obtained, under the incorporate title of The Philadelphia Yeast Manufacturing Company, and the old abandoned Muller brewery plant and its location at Thirty-first and Jefferson Streets has been secured by this new organization, and it is understood that \$200,000 is to be spent in completing the modern plant and equipping it with every up-to-date facility, and no less than 23,000 pounds of corn, rye and wheat will be consumed in the production of 4,000 pounds of compressed yeast. July 1st is fixed as the opening for this enterprise. Otto Wolf, vice-president of the Northwestern National Bank, and a well-known engineer, is the president; G. W. Bergner, of the Bergner and Engel Brewing Company, treasurer; C. B. Wolf, secretary, and G. W. B. Fletcher, of the Mitchell and Fletcher grocery firm, and William Wallace of the Penn Grains and Feed Company, are directors.

* * *

New Pennsylvania Regulations

A revised bakeshop code for Pennsylvania has been adopted by the Industrial Board of the Department of Labor & Industry of that State. The Board has designated a standard which is designated as a "Gold Medal Sunlit Shop." The standard for this shop requires it to be at least ten feet in height, wholly above ground, well lighted, and well ventilated. The bakers are to be given regular medical inspection, and all modern methods are to be employed to insure clean and sanitary results for both the workers and the consumers of the bakeries' products.

After July 1, 1916, all cellar and basement bakeshops shall be illuminated by electricity, or by an illuminant which does not consume oxygen, and shall be ventilated by an improved system. After January 1, 1920, all cellar and basement bakeshops not conforming to such standards shall be discontinued, according to the regulations set forth by the Industrial Board.

* * *

South Dakota Bakers Meet

The Master Bakers' Association of South Dakota met recently at Watertown, and elected the following officers: President, L. W. Balsiger, of Watertown, vice-president; George C. Slater, of Aberdeen; secretary and treasurer, C. W. Anthony, of Sioux Falls; executive committee, A. W. Hopkins, of Huron, for three years; Sidney Drew, of Sioux Falls, for two years, and J. F. Runche, of Madison, for one year.

IN SUMMER, REMEMBER THAT

ZEBRA STRIPED WRAPPERS

Patented Feb. 15, 1916. No. 1171461



PREVENT MOULD
ALLOW VENTILATION
ELIMINATE MUSTINESS

Yet Cost No More Than Ordinary Wrappers

Samples sent
for testing
if requested



Actual service
has proven
their value

What Zebra Stripes Did in Actual Service

August 14, 1914.

. . . Our Laboratory reports that the Zebra wrapper undoubtedly ventilates the loaf and keeps down the musty smell more than the all-wax wrapper. They present the result of their test, a portion of which shows that mould appeared on the all-wax wrapper loaf after six days, while no mould appeared on the loaf, which was wrapped in the Zebra Stripe paper in the same length of time. . . .

The Waterproof Paper & Board Co.

WAXED PAPER MANUFACTURERS

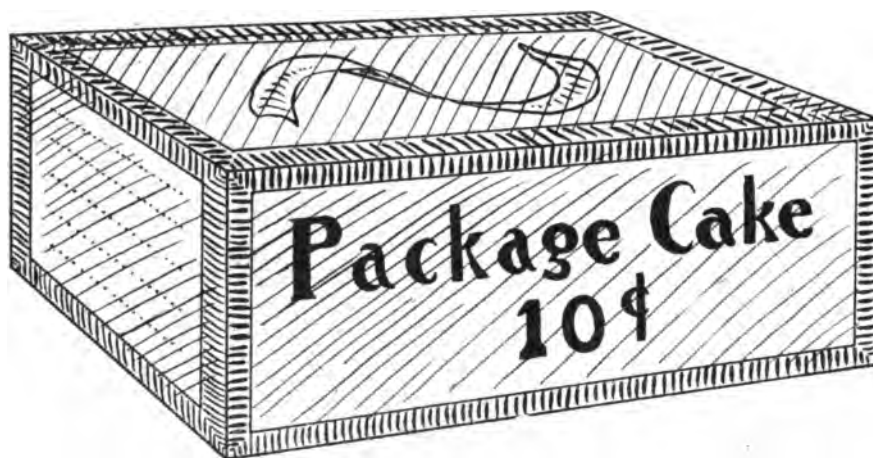
427-439 East Sixth Street : Cincinnati, Ohio

Send us "Free" Zebra
Wrappers for testing in our
plant.

Firm _____

City _____

State _____



KRIMCO Products Are The Best

We Do Not Only Say So—But All Our Trade Do

Let us help you improve your bread business by putting in our famous (SERAPH BRAND) package cakes. Some of the leading bakers throughout the United States are recommending our products, as the very best. Our formulas are very simple and we will gladly furnish them to you upon request. We only give them to one concern in each town. This is for your own protection. Your profit on the cakes will surprise you. Our best recommendation are the very many satisfied customers we have.

SERAPH BRAND Angel Whip
SERAPH BRAND Whole Egg
SERAPH BRAND Pure Flavorings
SERAPH BRAND Spices

These Products are Absolutely Pure

If you are at present baking package cake and your cost of production is too high we will give you the benefit of our many years experience with package cakes, or if your neighbor is putting out a cake superior to yours let us know and we will be only too pleased to put you right.

Our proposition is not how cheap a cake can you produce but how good a cake can you produce and keep the cost down so as to leave you a reasonable profit.

We are not guided by the high markets owing to the war. We are neutral and so are our prices. Write us for full information. We will gladly send our demonstrator to start you free of charge.

KRAUSE IMPORTING CO., Inc.
90 and 92 WEST BROADWAY
NEW YORK CITY

The Necessity and Great Value of Yeast Foods in Good Bread

By Theodore C. Bartholomae*

The writer, and no doubt many others, have been asked this question many times by bakers of an inquiring turn of mind:— "Why should I use malt, corn sugar, rice or corn-meal in its uncooked or processed (dry) form, when I am using the best of flour? I should not think that all of these substitutes (as he erroneously calls them) would make better bread and would only constitute an added expense."



THEO. C. BARTHOLOMAE

Of course, at the present time of writing, such cases are becoming rarer, but there are yet many bakers left who are asking this question, and it is natural that the answer thereto has been worked out sufficiently, that the above mentioned types, classified as "Yeast Foods" by men who DO know, have invaded the market and remain there by the sheer weight of their efficiency and utility.

Take for instance, malt extract. In the early part of our twentieth century, it was practically unknown by the average baker, until an aggressive campaign of education was waged by enterprising manufacturers, and now malt extract is practically universally used. Of course, here and there we find some doubting Thomas's, but that does not stop the wheels of progress. When the writer was in this campaign, his daily portion was to hear the words, "Oh it's only dope."

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The above argument that in using good flour (though this is not always possible or the case, for reasons given below) one does not need any malt extract, and other yeast foods, can be successfully answered. First, by the actual good results achieved in shops where they have been intelligently used.

Second, being endorsed by the leading lights in bakerdom, such as Prof. Wm. Jago of England, Dr. Teller of Chicago, and other luminaries.

Third, necessitated by the deterioration of the soils, producing no better flour than the impoverished soil can give.

This last reason is one to which I shall give the most attention, as the other two reasons are self-explanatory and self-evident, though in passing I may quote that besides malt extract, potatoes, (of course boiled), corn and rice meal, boiled or processed, (in dry form) are classified by Prof. Jago as "Bread Improvers". Dr. Teller also laid great stress in his lecture to the National Association at Richmond, Va., on the great value of gelatinized starch of potatoes, rice and corn, as sugar producers or "Yeast Foods."

Now we all know that if any starch, where the grains have been broken up by the gelatinization or cooking, is mixed with malt extract at a suitable temperature, "Diastasis" sets in and through this the starch is converted into maltose and dextrine, or malt sugar, which, of course, is the finest food on earth for the hard working yeastcell. Why? Because Mother Nature feeds the tiny embryo plant or germ in the womb of her cereal or arbor children, on maltose; this she accomplishes by converting through that mysterious and wonderful law, "Diastasis," the starch grains, into maltose and dextrine; from this the little embryo plant or tree gets its food, or it would perish within the womb of the mother kernel, and you and I could not exist, as there would be no trees nor grains, grasses, etc., of any kind, and man and beast would perish and disappear from the earth.

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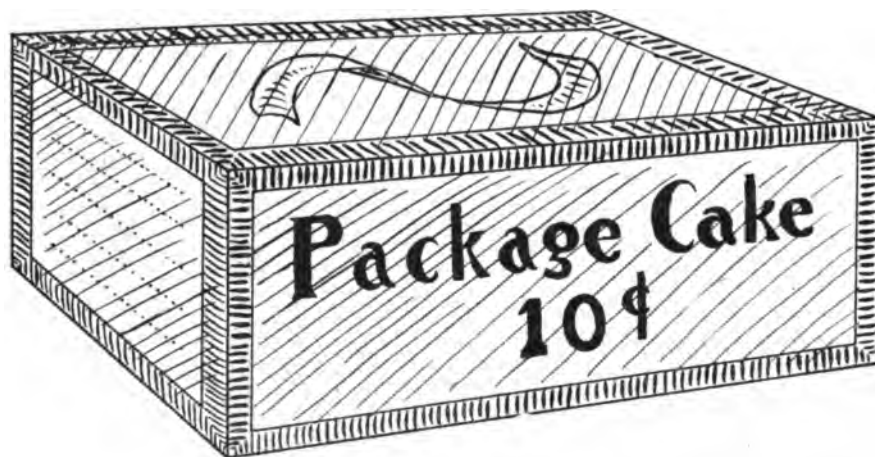
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NEW YORK CITY

The Necessity and Great Value of Yeast Foods in Good Bread

By Theodore C. Bartholomae*

The writer, and no doubt many others, have been asked this question many times by bakers of an inquiring turn of mind:—"Why should I use malt, corn sugar, rice or corn-



THEO. C. BARTHOLOMAE

meal in its uncooked or processed (dry) form, when I am using the best of flour? I should not think that all of these substitutes (as he erroneously calls them) would make better bread and would only constitute an added expense."

Of course, at the present time of writing, such cases are becoming rarer, but there are yet many bakers left who are asking this question, and it is natural that the answer thereto has been worked out sufficiently, that the above mentioned types, classified as "Yeast Foods" by men who DO know, have in-

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meeting divined it, and they are surely some diviners, of its being a word of warning to our agriculturists.

James Hill, the then president of the Great Northern Railroad followed this lone cry in the wilderness a half a year later with the same message, and this of course created a great sensation in this country at the time, he being of such an over-powering personality and a man of great importance in our railroad, commercial and financial world, as compared to the writer's humble position in public life.

In the southern part of Germany, where during his earlier career, the writer was connected with the then leading industry in Germany, the sugarbeet industry, and as a diversion having had charge of the daily reports from our agricultural department, the factory also diversing a little in a cultivation of 2,500 acres of land, the writer was astonished as to the marvelous system in keeping up the full productive power of the soil. Each fall, after the harvest—we practised a 7 year rotational crop system—the same grains, also sugarbeets were only raised in the same soil every 7 years, our chemists analyzed the soil and then furnished our farm superintendent, "Herr Inspector", we called him, a formula showing what fertilizers should be used in order to bring back the soil to its full bearing capacity and strength. During those seven years clover was also raised in order to add nitrogen to the soil, which the clover extracts from the air, and an absolute rest of one year was given the land, with two plowings during this restperiod.

This is the secret why Germany can now, although cut off from foreign food supply through the British blockade, feed her people and cannot be starved out. "Efficiency and

Thoroughness' is the magic word. If I remember rightly we raised as high as 70 bushels of wheat to the acre, this statement having been verified lately by my father.

I think I have my point quite clear, why "Yeast Foods" are now an absolute necessity and in closing this brings to my mind the good old times 35 years ago, when the writer first started to learn the blessed baking trade. Sugar, lard and milk were then almost unknown in the making of bread, for the simple reason that the virgin soil of our western prairies, although winter flour was mostly used in the later seventies and early eighties, produced a flour that did not need these things. Since that time, based on the writer's personal experience in the western country, wheat has been grown in the same soil without rest to the land or ever having seen any fertilizer for the last 35 to 40 years. Some day, when land becomes scarcer and our farms smaller our American farmers will use the same German thoroughness and many of our troubles will have ceased, and there will be no more starved-out land producing starved-out flour.

N. B.—Proofs, many of these, can be furnished that gelatinized starches, whether of flour, potatoes, maize, rice, etc., constitute a valuable Yeast Food, by reason, that just as quickly as such starches—the grains having been broken as stated above through gelatinization come into contact with warm water, yeast and malt extract, a great *saving* in the time of the dough to the bench or Yeast will be effected.

Why? Because the yeast has first been fed before it enters a straight dough, and like a good fellow goes to work at once, having had a good breakfast to start in for its day's job, at times a tough one at that!

* * *

Trade Topics From England

By Our Correspondent

IN THE March issue of the REVIEW, mention was made that the London operatives were seeking another 5/- increase to their wages, over and above the 3/- bonus already granted. As the bosses could not agree, the matter was submitted to Board of Trade arbitration, and has resulted in an award of 1/- only. Needless to say the men are not satisfied, but they have no help for it. The London district secretary has publicly announced that the men went to the Employers' Joint Committee meeting and they were heckled a great deal, and subsequently told that the time was inopportune. What they advocated was not overtime, but lesser hours and a higher wage, considering their work and how important a trade theirs was—one which the general public could not do without. When they come to consider that carpenters were receiving 1/- per hour, plasterers more, and the painters 11d., whilst the operative baker was only receiving 8d., it seemed very unfair. There had been no increase during the last three years [they forget the 3/- bonus.] Such is the men's side of the question, but the bosses—well, we need not say any more, you can draw your own conclusions.

TRYING TO ABOLISH NIGHT WORK

Another matter which is agitating the minds of the journeymen is the question of night-work: surely also a most inopportune time for consideration. The secretary said that the abolition of night work was most important, for he believed that the great mass of the men of the trade preferred day work to night work, which gave them the opportunities of not only family life, but social intercourse with men in other trade, which was at present denied them. The biggest difficulty in the abolition of night work, he thought, laid in London. They were told that the general public would not agree to have their hot rolls and bread done away with; well, it was a thing they would have to educate the general public up to, and he did not think there would be much difficulty in their so doing. They must see that

they also had their Sundays. It was said that the public then would not have bread for the Monday, which could be made on the Saturday. They knew that much of the bread that was made in the factories was, although the public were under the belief that it was new bread, was not anything of the kind. It would not only be a London effort, but a national one, and it could be done if they educated the public in regard to the question.

Evidently they think the time ripe for a wholesale disorganization of the trade, but they are mistaken, for the bosses are yet strong enough to dictate terms, and if they were not there are other means of bringing them to reason.

TEACHING WOMEN HOW TO BAKE

What about women bakers? The Borough Polytechnic Institute (the National School of Bakery section) is advertising war emergency classes for women, consisting of a special course of breadmaking and confectionery extending for three months. These classes are only to be open to women already working, or who intend to work in the breadmaking and confectionery trades. Already several masters have women working in the bakery, and our illustrated dailies recently had pages of pictures showing women at work, from the lifting of the sacks of flour to the drawing of the baked loaves. And what is more, pictures are even being shown on the screen of one of London's largest variety theatres of women at work in the bakehouse. One of these employers of women says that he is confident that in a couple of months two girls will be quite competent to replace one man. What a compliment to the journeyman who has spent years in the trade! "The great difficulty that has hitherto prevented women from acting as bread bakers," says this employer, "is that their wrists are not strong enough to stand the strain of moulding the bread." He is therefore giving up the making of many of the fancy shapes, and confining his attention to the plainer varieties, such as tins and cottages. The women

TO THE TRADE

This Institute having dispensed with the services of Mr. Otto J. Freed, is therefore not responsible for any negotiations he may enter into in our behalf.

Our Baking and Milling Department will henceforth be in charge of Mr. W. A. Gordon, of the Baking and Milling Department, Bureau of Chemistry, Washington, D. C.

SIEBEL INSTITUTE OF TECHNOLOGY

960-962 Montana Street

Chicago, Illinois

American Peel Co. Inc.

901-903 W. North Ave., Chicago, Ill.

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PREPARED

Cruller or Fried Cake Flour

CONTAINS

Flour, Eggs, Milk, Sugar, Shortening,
Spices, Flavor and Baking Powder

MAKES

Delicious, Home Made Crullers or
Fried Cakes Instantly.

5 Pounds Mechel's Cruller or Fried
Cake Flour and 1 Quart Water yield
at least 10 Dozen Delicious Home
Made Fried Cakes

No Worry—No Failures

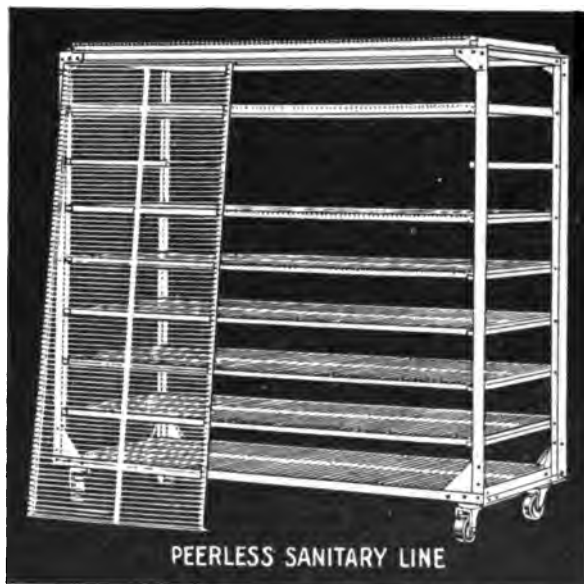
Packed in 175-lb. barrels and 120-lb Drums

Chas. Mechel Mfg. Co.

Sole Manufacturers

331-333 4th St.

Milwaukee, Wis.



PEERLESS SANITARY LINE

The Peerless Ideal Galvanized Iron Bread Rack, which has solid malleable iron corners, reinforced with steel plates, giving it a neat appearance and doubling the strength. Mounted on 4 in. ball bearing casters, and has removable shelves. Cheaper than our standard rack. Sizes: 24x66, ten shelves; and 28x66, nine shelves. Shipped knocked down, saving freight. We also manufacture Shelving, Pan Trucks, Wire Delivery Baskets, Pie Cases, Pie Carriers, Proof Boxes, Cookie Racks, etc. Manufactured only by the

PEERLESS WIRE GOODS CO.

Lafayette, Indiana

deserve all thanks for coming forward so splendidly, but bake-house work is hardly suitable for women—that is, the major portion of it. Home baking and professional baking are not on similar lines, although according to some there is very little difference, except that money is saved by home baking. But is it? We think not, and rather incline to believe the young lady who wrote to one of our evening papers that she is not able to make her bread more cheaply than she buys it. She says it costs her one shilling and eightpence for 8 lbs. 6 ozs. of bread, which works out at ninepence halfpenny for 4 lbs.; the price of bread in London to-day. And she does not put anything for labor, etc. Then again, a lady who started baking at the age of fifteen and considers herself a good work woman, cannot obtain a situation anywhere. Strange, isn't it, with all this talk of shortage of labor.

WOMEN URGED TO BAKE AT HOME

Herewith is an advertisement which is appearing in all of our dailies. But what price the loaf? Really, it is not the style we are in the habit of making, and one is afraid that it is not a striking advertisement for home-made bread. Writers are

over the counter, but 9½d. when delivered. There has been a fall in spot wheat during the week of about a dollar for oversea varieties, brought about, as one well-known Mark Lane authority says by "outside speculation."

Another equally well known factor says: "the surprise, however, was that the panic took hold of operators on this side of the Atlantic, whereas it was expected that America would be the first to take alarm. Undoubtedly, politics and the improved shipments caused the fright. The shipments this last week were bigger than for a very long time. The American market, on the contrary, has advanced on the week, and the advance in normal times would have been considered quite a substantial one, being about 1s. per quarter. Likewise, the official price of American flour, although the same on the week, was advanced in this morning's papers five points. Since the slump here there is much better feeling in America with higher quotations. There was also a better feeling at the close of market here."

Whatever the cause, bakers must not be in a hurry to lower their prices, for many of them have not been getting full price, and they should rather keep their price steady and let others who care come down to them. But who ever knew the trade to be firm at a particular price? There always will be undersellers it seems.

♦ ♦ ♦

American Biscuit Works Purchase Plant

The American Biscuit Works, Inc., have purchased the two buildings of the Crampton & Belden Co., at the upper end of Green Island, near Troy, N. Y. The company decided to waive its option on the Trojah Laundry Company plant on Center Island, near Troy.

The plant and equipment, including immediate alterations, is valued at \$50,000; the ovens and machinery to be installed, \$45,000; the motor trucks and other delivery equipment, \$15,000; working capital, \$90,000; representing \$200,000. The authorized capital stock of the company is \$1,000,000, divided into \$500,000 of 7% cumulative preferred, and \$500,000 common.

Hartwell B. Grubbs, formerly secretary of the Biscuit & Cracker Manufacturers' Association, is president of the new company; Thomas C. Boswell is vice-president, and Benjamin I. Houghton, of New York, is secretary and treasurer. The directorate includes the president and vice-president and: John J. Hartigan, W. J. Roche, James Thomson, and Charles H. Smith.

♦ ♦ ♦

MANY of the employees of the Chicago plant of the National Biscuit Company have gone on strike in sympathy with the strikers at the New York plant of the company.

♦ ♦ ♦

The Food Value in Cakes

(Concluded from page 90)

The required proteins would be contained in 55.6 ozs. of this bread, the fat present in this quantity being 0.41 ozs., and the carbohydrates being 26.3 ozs. Here again there is a deficiency of fat, and an excess of carbohydrates, but the sugar only forms about 9 per cent. of the carbohydrates, against almost 50 per cent. in sponge cake and fruit cake. The necessary heat units could be obtained from 42 ozs. of this bread, which would have a shortage of proteins, but to nothing like the same extent as shown by the cakes.

CONCLUSION

The writer having already reached the limit of space likely to be permitted for such a novel article as this is obliged to close long before the possibilities of his subject are exhausted, but if what he has written has made any points clearer to his readers, or induced a desire on their part to study the subject more in detail, the article will have served some useful purpose.—*British Baker*

Free by Post

How to Make and Bake Home Made Bread.

By **HELEN EDDEN**
(Member of the Food and Cookery Association).



On account of the withdrawal of labour, the bakers of London and, indeed, throughout the country, are apprehensive as to the future supply of bread. Many small bakers have closed their doors, and the big bread companies have experienced great difficulty in meeting the demand, owing to the shortage of skilled labour. It is suggested that a remedy might be found in housewives reverting to the old practice of baking their own bread. In any event the situation would be eased.

Vide DAILY PRESS.

Full instructions as to the making and baking of Bread at home, together with some practical suggestions as to the best way to make Home-made Jam and Marmalade, are contained in this valuable little book. It will be sent free by post on application (a postcard will do) to:—

THE BRITISH COMMERCIAL GAS ASSOCIATION
47 VICTORIA STREET, LONDON, S.W.

B 11.

also saying that "home-made bread is not so white as bakers' bread, because the latter is almost always rendered so by the use of alum." The old, old libel on the poor baker! One baker also advises people to make their bread of "two-thirds flour, and one-third potatoes." Good luck to the loaf!

TALK OF REDUCING BREAD PRICES

Already there is much talk of a reduction in the price following the recent falls in wheat prices. When will the public, and bakers also for that matter, realize the difference between wheat and flour prices? The price in London has not been raised uniformly, for in many districts it was at 9d. (18 cents) whilst other districts and the large companies were selling at 9½d. (19 cents). Now it is proposed by some to sell it at 9d.

A Study of the Food Value in Cakes

By W. Crossley, Assoc. R. C. S. I., F. I. C.

AT THE present time one can scarcely peruse a paper or periodical without finding a contribution on some phase or other of the food question. We are given recipes free, gratis, and for nothing, on how to prepare six-course dinners at a cost of a few cents per head; told this, that, or the other food cannot be surpassed for its nourishing qualities, and advised generally on how to live well at a cost of next to nothing per annum. A very casual glance shows that a great deal of such information on food, though given with the best of intentions, is based on a very slight knowledge of what is and what is not food as understood by the scientific man. In the following short article the writer has endeavored to deal briefly with this subject in as non-technical language as he can:

DEFINITION OF FOOD

Food may be defined as any substance which, when introduced into the living organism, can, when digested and assimilated, maintain the structure and activities of the body; and a complete food for a living body is one that contains all the elements which enter into the tissues, juices, and secretions of the body, and those needed for the chemical changes connected with its functional activities.

The elements which together form a complete food may be divided into four great classes:—

- (1) Proteins.
- (2) Fats.
- (3) Carbohydrates.
- (4) Water, and the various mineral substances found in the animal body.

Examples of each of these classes which will be familiar to readers are:—

- (1) White of egg and the gluten of flour.
- (2) Butter.
- (3) Starch and sugar.
- (4) The various salts such as the phosphates occurring in flour, and common salt.

It would serve no useful purpose to differentiate the various proteins, fats, etc.; suffice it to say that while the first three of these great classes can take the place of each other for some purposes, each class has certain functions which can be most effectively carried out by it alone in the animal economy. The proteins contribute to the formation and repair of the tissues and fluids of the body, especially of the nitrogenous tissues (muscles, etc.), and they also regulate the absorption and utilisation of oxygen, and thus fill an important part in the chemistry of nutrition. Similarly, it is found that while one important function of fat is, by its combustion, to ensure the body temperature being kept up and mechanical work being done, another function is to lessen the rate of breaking up of the proteins, and thus act as protein savers. Fat also enters into the composition of certain tissues. The carbohydrates, unlike fats, do not enter into the composition of the tissues, although they are found in some fluids of the body, but, like fats, they have the power of lessening tissue waste. The principal function of carbohydrates is, however, to serve as sources of energy—i.e., for the production of heat and mechanical work. The fourth class of foods—mineral substances and water—are just as important to the body economy as the more prominent proteins, fats, and carbohydrates. One has only to remember in this connection that bones contain more than half their weight of calcium phosphates, that sodium chloride (common salt) is present in all the tissues and fluids of the body, to see how essential mineral substances are in the bodily economy. Most readers

have probably never before looked upon water as a food, but it is really a very important one. Roughly speaking, water forms about 60 per cent. of the human body, from which it is being continually lost through the skin and lungs and in the excretions. It is essentially requisite in the processes of digestion and absorption as a solvent for the various food substances, and as a vehicle for the removal of the waste products produced in the body. The amount of water called for depends principally upon bodily temperature and bodily labor, but the temperature of the surrounding air and its humidity, and the nature and amount of solid food taken, also have their influence on the quantity called for.

If the reader has closely followed the foregoing he will now have some idea of what is meant by the word "food," the various classes included in the generic term, and the function of each class in the bodily economy; but it will probably make matters clearer if the writer goes rather more fully into one or two points connected with the functions of the various classes. As indicated previously, the three classes—proteins, fats, and carbohydrates—can, for some purposes and with certain limitations, take the place of each other. Thus in the production of energy, fats and carbohydrates may be looked upon as interchangeable, and both can also act as protein savers, but neither fats nor carbohydrates can take the place of proteins in certain of their functions. It is clear that since muscular tissues contain nitrogen, the building up of such tissues and the material required to supply their wastage must of necessity also contain nitrogen, and that this nitrogen must be in such a form as to be utilisable by the body—i.e., in the form of proteins. Since neither fats nor carbohydrates contain nitrogen, these bodies cannot take the place of proteins for the purposes named. In other words, the food taken into the system must contain such an amount of protein as is necessary for the above purpose. Besides serving this purpose, proteins can in case of necessity also serve as sources of energy; that is, take the place of fats and carbohydrates. The human body, however, is so constituted that so far as the production of energy is concerned fats and carbohydrates carry out this function much more efficiently than do the proteins, hence the necessity for the inclusion of fats and carbohydrates in the food taken into the system. A very fair idea of the comparative energy-producing power of the proteins, fats, and carbohydrates may be obtained by burning the same quantities of these bodies and measuring the heat liberated. This has been accurately ascertained by a number of experimentalists, and it has been found that taking as a unit the amount of heat required to raise 1 gram of water (28.35 grams equals 1 oz.) from 0 deg. C. to 1 deg. C., that 1 gram of starch on combustion yields 4,200 units, 1 gram of vegetable protein 5,900 units, and 1 gram of fat or oil 9,300 units. It should, however, be borne in mind that while these figures accurately represent the energy-producing powers of starch, protein, and fat outside the body, owing to the combustion of these substances in the body being never complete, due allowances must be made when using these figures for the valuation of any given food. Careful experiments have shown that the amount of food required daily by an average man doing an average amount of work is such as will yield on combustion 3,000,000 of the heat units referred to above. To give a concrete illustration of what this means, it may be mentioned that the daily consumption of about 2½ lbs. of bread would yield this amount of energy.

Were the human body a mere machine, and the food called for so much fuel, the problem of food supply would be a

very simple one, but this is not the case. The human body, so far as it is a machine, is a very delicate mechanism, and is by no means content to receive its fuel in the exact form which may be indicated from the view-point of fuel value only; for, if that were the case, it is obvious that the best form of fuel would be fat, owing to its liberating more heat per unit weight than either protein or starch. The human digestive system cannot, however, deal effectively with such an amount of fat, and a considerable excess of fat taken into the system promptly illustrates the above point by producing a so-called bilious attack. The digestive system shows a similar antipathy to the presence of an excessive amount of sugar in the food taken, and it is found that the digestion of the average man cannot deal comfortably with more than 4 ozs. to 5 ozs. of sugar daily. The digestion of sugar is relatively so rapid that assimilation and storage in the liver cannot keep pace with the absorption if taken in excess, and such excess passes out of the system unchanged. This not only means waste, but it also puts an undue strain on the excretory organs, one effective indication being excessive fermentation in the stomach and intestines. Starch, on the other hand, compares very favorably with both fat and sugar as regards the amount that can be effectively used in the system, and an average man doing a fair day's work can digest without discomfort about 1.25 lbs. daily for several days.

STANDARD DIET

Considerations such as the above, and accurate experiments made to determine the potential energy the foods ingested must possess to preserve physiological equilibrium (shown by the body weight remaining normal on a given weight of food), have established the amount of food required daily by the individual, and the amounts of each class of food indicated. Such a standard daily diet for a man doing ordinary work is given below:—

	Ozs.
Proteins	4.31
Fat	3.53
Carbohydrates	11.71
Salts	1.00

Total water free food 20.55

FOOD VALUE OF CAKES

Having now arrived at some idea of what is meant by food, the nature of the bodies which serve the purpose of food, why these bodies should be present in fairly definite proportions, and the amount of food required daily, the reader will be in a position to appreciate the factors involved when considering cakes from the point of view of food value. Owing to the difficulty of dealing with a subject of this importance in the limits entailed by a single article, lack of time, and the singularly small amount of data available to illustrate the various points with actual examples, this portion of the subject can necessarily only be dealt with in a scrappy fashion. Thus as regards data, while there are large numbers of analysis of bread available, the writer knows of no published analyses of such things as fruit cakes, etc. It is true there are hundreds of recipes to be found, and it is possible to calculate more or less accurately the composition of the finished cakes in terms of proteins, fats, carbohydrates, etc., but seeing very little investigation work has been done on the changes in composition during the baking of cakes, it is highly probable that such calculated analysis will have an accuracy of the "less" order rather than the "more." For these reasons then, the writer cannot deal adequately with his subject by taking types of the different classes of cakes, giving their analyses, and working out scientifically their actual value as food, and he has consequently confined himself to the consideration of a sponge sandwich, made from a standard formula, and which he has had occasion to analyze in the course of professional work, and of a fruit cake, the

probable analysis of which he has calculated from the formula. Only the sponge portion of the cake was analysed, and the following results were obtained:—

	Per Cent.
Moisture	18.70
Proteids	7.84
Fat	2.76
Cane Sugar	30.89
Dextrose	2.60
Starch	35.81
Ash	1.40
	100.00

By a brief consideration of this analysis some interesting facts may be gathered on the position of such a sponge cake from the point of view of food value. Thus, if the reader will glance back he will see that the system calls for 4.31 ozs. of proteins daily, and that a shortage of proteins cannot be balanced by an extra supply of either fats or carbohydrates. A simple calculation shows that if it were necessary to obtain this amount of protein from sponge cake only 54.8 ozs. would have to be eaten—and digested; the fat present would be 1.5 ozs., and the carbohydrates 38 ozs., of which almost half would be sugar. In other words, there would be a deficiency of fat and a large excess of carbohydrates. Looking at the matter from another side—that of the energy standard, we have seen that the daily requirements are equivalent to 3,000,000 heat units, and calculation shows that this energy could be obtained from 30 ozs. of sponge cake, but such an amount would show a serious shortage of both proteids and fats.

Similar principles to the foregoing, when applied to the consideration of a fruit cake, also proves interesting. The analysis given is about what one would expect from a fruit cake, the quantities given being 21 lbs. flour, 6 ozs. powder, sultans, 3½ lbs. currants, 2 lbs. peel, 40 eggs, color, etc. Calculating from the average composition of the various ingredients the analysis would show approximately these results:—

	Per Cent.
Moisture	20.3
Proteids	6.5
Fat	16.5
Cane Sugar	19.2
Dextrose	7.0
Starch	29.0
Ash	1.5
	100.00

The necessary proteins, 4.31 oz., would be contained in 66.3 ozs. of this cake, and would be associated with 10.9 ozs. of fat, and 36.6 ozs. of carbohydrates, about half being sugar. Here, as in the case of sponge cake, there is a large excess of carbohydrates, but unlike the sponge, this cake shows no deficiency in fat, but a large excess. The necessary 3,000,000 heat units could be obtained from 25.5 ozs. of this cake, but, as with sponge cake, the proteins in this amount of cake would be considerably below the requirements of the system.

An analysis of ordinary household bread recently made by the writer, is appended. The following results were obtained:—

	Per Cent.
Moisture	42.93
Proteins	7.73
Fat	0.74
Sugar and soluble carbohydrates.....	4.64
Starch	42.72
Lactic Acid	0.11
Ash	1.13

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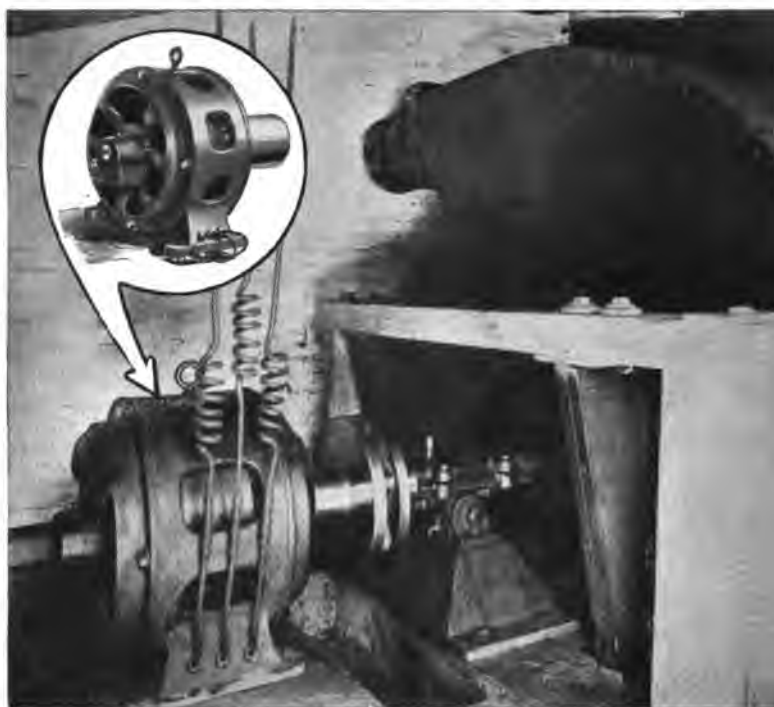
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Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

The Biscuit-Baking World

Some Biscuit-Wares of the Warring Countries—Real Origin of the "Hot Cross Series"—Biscuitdom Extras

[By L. Lodian, Manhattan]

BISCUIT VERSUS "CRACKER"

THE word biscuit is always preferable to use instead of "cracker". Note that all the biscuit concerns throughout America use the word *biscuit* in their firm-names.

Biscuit is internationally understandable—that is, at once comprehended in any country; whereas "cracker" is only understood in America. In the British domains, the word cracker refers to one of those Christmas elongated paper-wrapped packages which young folks have fun over (used largely for Xmas-tree adornment), by each pulling at a slim interior tab at the ends till it goes "bang!" These are the real yule-tide bon-bons. They are also called "snappers". Then the little package is opened for its two or three small sweets, and the printed good-luck motto-slip.

A contemporary recently printed a brief consular-report of these British snap-candies, the consul calling them by their correct Anglia name of "crackers"; and the redactor "fell to" and headed the extract, "demand for crackers" (as if biscuits were meant). But the context showed the error, as it referred to the crackers containing the printed mottos et al. in side. As if biscuits would be baked with printed slips in the interior!

Moral: "Get the habit" of speaking correct American, and always write and say *biscuit*. Let the confusing "cracker" fall into desuetude!

* * * * *

THE ORIGIN OF THE "HOT CROSS" LINES

The crusades of nigh a millennium ago, lasted through a couple of centuries: there were seven or eight in all,—and the infidel Turk got the best of all of 'em, and has kept the gentiles' holy-land to this day.

But the crusaders brought back to Europe many ideas of utility, copied from the Arabs—as the windmill, the pharmacopoeia, the sugar-cane, fruit-preservation by sun-drying, and a host of other innovations.

One route followed was through the country of Armenia, and it was noticed the people made a daily bread for the home with the cross (+) marked both sides. This form is still followed to the present day; and there are a number of Armenian bakeries in Manhattan who bake thus for their own colony-folks here. Hence we are able to show a few of their products in this still-surviving form of the earliest-known crossed bread-stuffs. The crossing is even carried into some firm-priced fruit-paste cake-lines, as the part-marzipan one illustrated, retailing at 30c per. (The Italians have smaller-sized crossed fruit-paste wares.)

There are three other forms of crossed-breads affected by the Armenian nationality—a dime-size about 30 centimeters (= 1 ft.) diam., and about 1 inch thick; a 3-cent size; and an oblong size retailing at a nickel. They are too cumbersome to

illustrate. The latter was probably, many centuries ago, cross-shaped (like the near-east cross-shaped biscuitry illustrated a year ago), and lapsed into the oblong shape—remaining about $2\frac{1}{2}$ c'm's thick—for convenience sake. Then there is a small 5-crossed dryish milk-bread retailing at a nickel.

Singular detail to note: All these last-mentioned cross-marked bread-wares are multi-crossed—that is, they have *five* closely-parallel lines which make up the cross in each direction. This is simulative of the five fingers of the crucified outstretched hands of the Christ, and of the five digits of the extremities.

* * * * *

The cross is also used on the daily oat-bread disks of the north-British people, although its significance has been lost sight of in the purely utilitarian notion that the cross is there to facilitate division of the oat flat-bread into the familiar triangular-shaped pieces as illustrated in the "breads of all nations" opusculé in the *BAKERS REVIEW* of March, '13.



The Biscuit-Baking World

At Left: Crossed hard-tack daily breads of Armenia, showing obverse and reverse. The crossing is always both sides. This originated the "hot cross". (See article.) Center Top: "Biscuits with handles": an arabik hard-tack line, sesami-seed-covered. Center Bottom: Crossed fruit-paste part-marzipan of the near-east (Levant.) Right, Carbonized "stales" for the farina of the Paris biscuit-charbon. (See article.)

In the museum of Napoli are semi-petrified cross-breads, a couple of milleniums old, taken from the ovens unearthed at Pompeii, but they have of course no religious significance. In fact, the cross exists on monuments dating three milleniums before the christian era: it required the "incident" of Calvary to give it religious significance.

* * * * *

Armenian bakeries know not of biscuitry as we know it; their thin daily breads dry to a hard-tack in a day,—and these are their biscuits". But they are credited with having given to the world the faith-significance of crossed-breads.

From Asia-Minor the surviving returned crusaders brought details of the crossed breads of some of the Christian sects, and the idea "kot on", but was limited mostly to once-a-year observation in the bakery, and to single lines crossing.

* * * * *

CARBONIZED BREADSTUFFS

In the past, have been illu-scribed the institution known as *biscuit-carbon* (charcoal biscuits) of Paris, regularly made since nigh a century. They have been an item of import to America for the past half-century. High-enough in price always (\$½ the ¼-lb. can), they have in the last 18 months sky-rocketed to double that figure—\$1 the ¼-lb. "The war", of course! Yet they are not easily obtainable at even this elevated charge of \$4 per lb. A Beekman-str. importer is alternately "in" and "out" of them.

It is a wonder some of our own biscuit factories don't look into this simple manufacture of charcoal-biscuits. Yet none of them know of even the demand for the *biscuit-carbon*—"never saw or ever heard tell of them".

Carbonized "stales" reduced to flour are used by the Paris *fabriks*. The carbonization is perfect. Break a carbonized "stale" in two, and you will find the whole interior a jet-black, without odor or taste. In the group-photo this month, are shown specimens of this carbonized breadware.

To the French chef, the small carbonized "stales" have a certain utility used as they are. "High" game or meats which are boiled, are deprived of the taste of taintedness when three or four or more of the carbonized loaflets are dropped into the boiling medium. The remarkable affinity of carbon for absorbing emanations or odors, causes the taint to make a "b-line" for those floating featherweight bread-carbons. Then they are cast aside for chicken- or piggie- feed (there is little or nothing wasted in the French cuisine), although having scant food-value.

That carbonized breadware is perfectly cleanly to handle, and may be carried around in a white-smock pocket without leaving a mark.

* * * * *

BEAN-FLOUR BISCUITRY

Replying to a Duluth subscriber as to where the Niponese bean-flour wafery may be obtained,—(illu-scribed p. 101, Feb.)—, try any Japanese store in the cities, showing the picture. If they haven't the goods at hand, they can promptly inform where the biscuitry may be procured, or would probably get it at once, on order, from the big oriental importers as at Seattle, the Golden-Gate, or Portland.

* * * * *

REMARKABLE PERSISTENCY OF ANTIQUATEDISM IN SOME BISCUIT-BAKERIES

Apropos of the illustration in the April issue, of the curious old print showing the ancient "brake" and "horse" used in kneading, readers may be interested to learn there are still a number of them in use right along, almost every day of the year, round Mulberry-plaza region and the "pikolo Italia" quarters thereabouts, in some of the squat basement bakeries. En passant, I have often stopped for a few moments to observe the antiquated process, through the part-opened basement-door (if ajar).

A big-diameter bambu-pole (about 4-5 in. diam.) is always used by preference. This "kavallo" ("horse") presses directly on to the dough being kneaded; there is no "spread of kanvas" between "kavallo" and "pasta" (dough).

With all the modern machinery available for every need of the bakery, it is surprising these relics of the past persist in a city like Manhattan. Yet there is a special import of those long-length big-diameter bambu-poles for this very purpose—kneading dough; and the "kavallos" ("horse") can be obtained any day at about a \$ per. One will last for years. There is also a trade in them from Manhattan to bakeries in other cities throughout the Union. Of course they all go to foreign-colony bakeries in the federation. It is doubtful if a single American baker makes use of one.

Some day, *en passant*, a photograph will be secured of this still-in-daily-use antiquated "horse" dough-kneader always "on the job" in divers of the cellar-bakeries almost under the shadow of the biggest municipal building of the globe.

BISCUITS WITH HANDLES

These are mostly hard-tack breadstuffs from Italia and Osmani. The "handle" is for convenient stringing and drying out of the breadware, and for sale from jutting-out wall-sticks in the native hard-tack bazars. The one illustrated is sesami-seed-covered (white); others have a sprinkling of poppy-seeds (black).

The Italians have a far more picturesque variety of these *biskoti* with handles, at prices ranging from a nickel to a \$¼ per, according to the size, and number of red-dyed duck-eggs inbedded and baked into them. 'Round eastertide they are made and sold by miriads of thousands. This is really a *biskoti-hardtack*, slightly sweetened. Some extra-studded handled-*biskoti*, with confeti adornments, retail at from \$1 to \$2 per, and are a favorite Easter-gift from the *fiansato* (bo) to his *fiansata* (prospectiv), who is usually far from being a "belle"—hence the word "prospectiv".

* * * * *

The latin Italianos may be rated the cleverest and most versatile *biskoti-konfeti* bakers of the globe. Some of their "take-offs" of bridal-cakes—throughout, to the core, of the purest cristalized-fruit-studded confectionery—are "poems" of daintiness which it would not be within the ability of any American cake- or biscuit- or pastry-bakery to duplicate.

BISCUIT-BREADSTUFFS EXHIBIT AT SALT-LAKE

'Tis over a score years since visiting the Utah capital— round-aboutedly en-route to Mexico, the Golden-Gate, the Antipodes, the Ganges, Nipon, and via Cibiria overland to Europe and so back to the Hudson; and, since, I've seen enough of the breadstuffs of 'most all climes to warrant suggesting to the committee a unique restricted exhibit limited to just the unknown in biscuit- and bread-dom (excluding all generally-known types). This exhibit of the bread-"queers" of all nations could be limited to a couple-score specimens, and would be rated "the thing" of the convention. Has never been "done" before in history at an exposition, so far as is known. One of the committee's office-messengers could round up the collection among the numerous foreign-colony bakeries and importeries of the chieffer cities of the U.-S., as Chicago, or Manhattan.

All these national biscuitries and hard-tacks of the universe have been lavishly illu-scribed in this monthly since March, '13; so it is just a matter of refering to the file for a selection. All the goods will "keep" and remain intact (barring breakage) indefinitely.

* * * * *

Frank Eighme Resigns

Frank Eighme, for five years manager of the Whiteside Bakery Co., of Louisville, Ky., recently severed his connection with the concern, his resignation taking effect on April 1. G. C. Maratta, of the sales department, has been placed in charge temporarily until the new manager is named. It is understood that Mr. Eighme has gone East to make arrangements whereby he will take over the management of one of the big Eastern corporations. Some months ago it was announced that Mr. Eighme was to become manager of the Grocers' Baking Co., of Boston. This announcement was later denied by T. H. Best, manager of that company. It is also rumored that he has been offered attractive positions in two other large cities.

Choice Formulas for the Biscuit Baker

By Gluto

XXX Crackers

These are sponge crackers. In quality they are mid-way between common and butter crackers.

5 bbls. strong winter wheat flour 10 lbs. salt
12 ozs. compressed yeast 28 gals. water
110 lbs. lard 4 lbs. bicarbonate of soda

Set a sponge in the afternoon with twenty-two gallons water, the yeast and two barrels of flour. Have the water at a temperature that will make the sponge 80 degrees Fahr. after mixing. Let it lay in the mixer over night and the following morning make a dough by adding the lard, salt and six gallons warm water. Turn on the power and break it up, well before adding the flour. After the flour is in and while mixing, sift the soda over the dough. Make the dough clear and bake a trial to ascertain if the amount of soda is correct. If so, empty from the mixer into a trough, cover carefully and let it lay and prove up light. It should take about two hours. Run on a cracker machine, one-eighth of an inch thick and cut with a two-inch round cutter. Peel up and bake on the oven bottom in a good heat and dry out well in the oven.

Molasses Cookies

1 bbl. short flour 18 ozs. salt
10 gals. N. O. molasses 16 ozs. ginger
1 gal. water 2 gals. honey
30 lbs. lard 4 lbs. bicarbonate of soda

Heat the molasses and honey to 100 degrees Fahr., pour into a mixer and add the lard and water. Turn on the power and beat well together. Sift the soda, salt and ginger into the flour, add and make a clear smooth dough. Run on a panning machine and cut with a large round scalloped cutter. Bake in a good heat with steam.

Molasses Gems

1 bl. short flour 1 gal. water
60 lbs. C. sugar 2 lbs. salt
30 lbs. lard 4 lbs. bicarbonate of soda
9 gals. molasses 8 ozs. ammonia

Heat the molasses to 100 degrees Fahr. and sift the sugar into the flour with the salt and soda. Pour the molasses into a mixer and throw in the lard and add the ammonia dissolved in the water. Stir well together and dump in the flour. Mix until clear and smooth and run on panning machine with as little dust as possible. Cut with a three inch, round, scalloped cutter. Bake in a good heat with steam in the oven.

Egg Jumble

150 lbs. short flour 20 ozs. ammonia
80 lbs. powdered sugar 6 ozs. bicarbonate of soda
12 lbs. butter 12 ozs. salt
20 lbs. lard 4 gals. sweet milk
2½ gals. eggs 3 ozs. lemon oil

Cream the sugar, butter and lard and beat in the eggs slowly, then the salt and lemon oil. Dissolve the ammonia in the milk and sift the soda into the flour. Dump into the mixer and mix as little as possible to clear the dough. Run on a soft cake machine with a jumble die and bake in a quick oven.

Macaroon Snaps

140 lbs. short flour 3 gals. corn syrup
56 lbs. almond meal 30 ozs. ammonia
35 lbs. macaroon cocoanut 24 ozs. bicarbonate of soda
30 lbs. lard 28 ozs. salt
100 lbs. fine granulated sugar 1 gal. eggs
8 gals. sweet milk

Cream the sugar and lard and beat in the eggs, corn syrup and cocoanut. Dissolve the ammonia, soda and salt in the milk, add and stir well. Sift the almond meal into the flour, dump into the mixer and make a clear dough. Run on a soft cake machine with a one-inch die and bake in a fairly good heat.

Lemon Drops

100 lbs. short flour 6 gals. sweet milk
65 lbs. powdered sugar 10 ozs. salt
8 lbs. butter 10 ozs. bicarbonate of soda
10 lbs. lard 4 ozs. ammonia
1 gal. eggs 4 ozs. lemon oil

Cream the sugar, butter and lard. Beat in the eggs and add the lemon oil. Dissolve the soda, salt and ammonia in the milk: add and after stirring all together dump in the flour and just clear the dough. Run on a soft cake machine with one-half inch die. Bake in good heat.

Chocolate Drops

100 lbs. short flour 10 lbs. melted chocolate
9 lbs. butter 7½ gals. milk
9 lbs. lard 12 ozs. salt
65 lbs. powdered sugar 12 ozs. bicarbonate of soda
1 gal. eggs 2 ozs. ammonia
4 ozs. vanilla extract

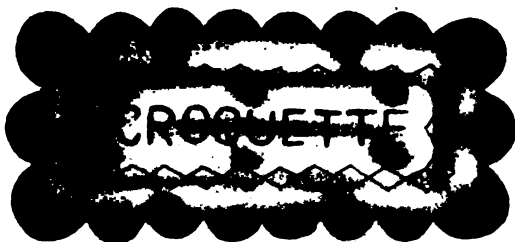
Cream the sugar, butter and lard. Beat in the eggs and chocolate and proceed the same as for lemon drops.

English Coffee

1 bbl. short flour 1 gal. water
80 lbs. C. sugar 20 ozs. salt
60 lbs. lard 36 ozs. bicarbonate of soda
2 gals. eggs 18 ozs. cinnamon
9 gals. N. O. molasses 12 ozs. allspice
4 ozs. lemon oil

Cream the sugar and lard and beat in the eggs and molasses. Dissolve the salt in water and add with the lemon oil. Sift the spices and soda into the flour and make a clear, smooth dough. Run on a soft cake machine with a two-inch die and bake in a moderate oven.

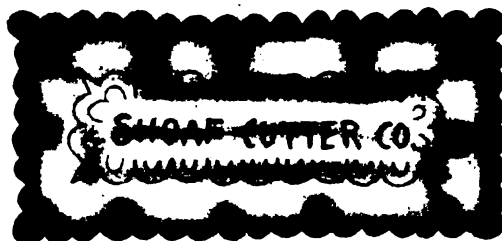
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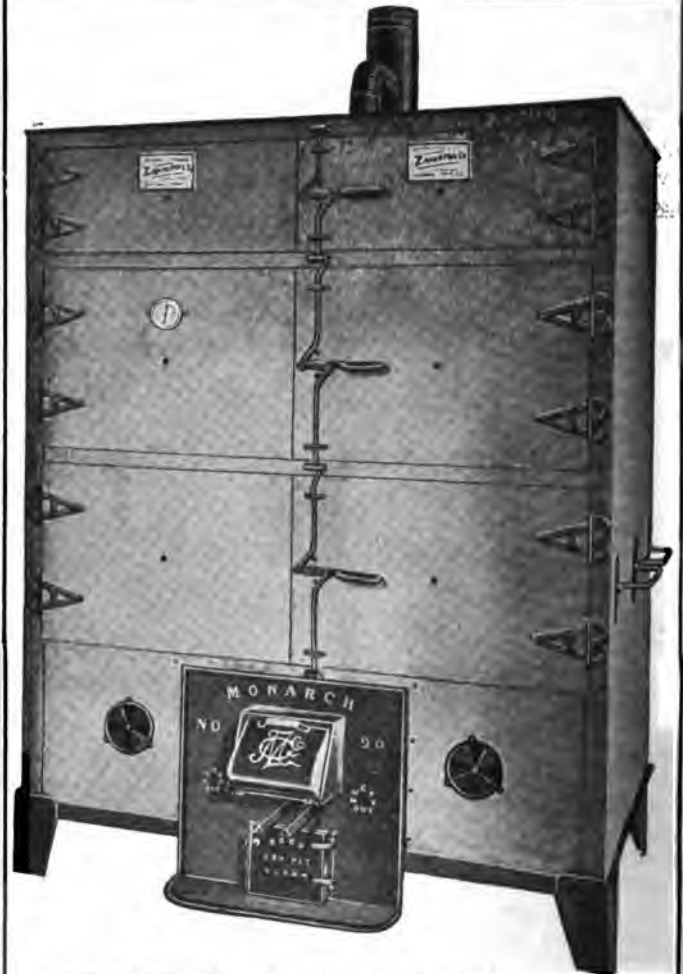
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DEUTSCHER TEIL

Vereins Berichte — Rezepte — Fachartikel

Praktische, technische und kulturelle Studien ueber das Baeckerei- und Konditorei-Gewerbe in Europa

Von Baecker-Consulent L. C. Klitteng, Insel Laeso, Daenemark.
(Auf seiner Studienreise um die Welt 1912—1916.)

„Studien, was heisst Studien in unserem Fache?“ Diese Worte sprach einmal ein Bäckerkollege zu mir, als ich mit ihm über die verschiedenen Verhältnisse in den Ländern, die ich damals besucht hatte, diskutierte.

Es ist bedauerlich, dass es Fachleute gibt, die der Ansicht sind, dass man nichts mehr hinzulernen kann, wenn man vier bis fünf Jahre in seinem Fache gelernt, mehrere Jahre als Geselle gearbeitet und schliesslich sein eigenes Geschäft etabliert hat, — es ist jedoch sehr bezeichnend, dass selbst in unserer hochentwickelten Zeit das Bäckergewerbe in vielen Hinsichten nach altförmlichen Methoden geführt und betrieben wird.

In den letzten zehn oder fünfzehn Jahren sind, erfreulicherweise, in dieser Beziehung bedeutende Änderungen er-

klimatischen Verhältnisse von hervorragender Bedeutung, und kulturell gesehen, macht man die besten Beobachtungen an Ort und Stelle, bei persönlicher Berührung mit den Bewohnern der verschiedenen Städte, Länder und Welttheile. Selbstredend ist nicht jeder in der Lage, derartige Reisen zu unternehmen, wenn auch Lust und Mut dazu vorhanden sind, denn das erforderliche Kapital ist bei jungen Bäckerleuten bekanntlich nur in geringem Masse vorhanden. Seit meiner frühesten Jugend habe ich es mir als Ziel gesetzt, mein Fach gründlich kennen zu lernen und es überall in der Welt zu studieren, und sehr bald werde ich mein zwanzigstes Reisejahr erreichen; es ist leicht begreiflich, dass man in einem so grossen Zeitraum viel erlebt und viel erlernt.

Gemäss der Ueberschrift dieses Artikels will ich nunmehr über meine Beobachtungen und Erfahrungen in den verschiedenen Bäckereien der Grossstädte Europas erzählen, mit besonderer Berücksichtigung von London, Paris, Wien, Berlin, St. Petersburg (Petrograd) und Warschau.

Im Winter 1907 ging ich zum ersten Male über Helsingfors, die schöne Stadt in Finland, nach St. Petersburg. Die Fahrt dauerte 18 Stunden im Schnellzug, und als ich früh morgens das heilige Russland erreichte, war die Kälte, mit der ich leider nicht gerechnet hatte, geradezu entsetzlich. Das Thermometer zeigte 40 Grad Celsius, was mit Zylinderhut, dünnen Schuhen und leichtem Ueberzieher unvereinbar ist; ich musste mich sofort mit mehr zweckmässigem russischen Gewand ausrüsten.

In einem Hotel in Finland hatte ich die Bekanntschaft eines Verkäufers einer der grössten, im Innern Russlands gelegenen Mühlen gemacht, und da er deutsch sprach, konnten wir uns ziemlich gut verständigen, denn der russischen Sprache war ich nicht mächtig. In seiner Eigenschaft als Mehlverkäufer hatte er selbstverständlich die besten Beziehungen in Bäckerkreisen, und es dauerte auch nicht lange, bevor ich mich in einer russische Backstube eingestellt habe, um daselbst meine dänischen Gebäcke vorzuführen. Mit dem Inhaber konnte ich mich nur durch den Mehlverkäufer, der als Dolmetsch fungierte, verständigen.

Der Eindruck, den die Backstube machte, war geradezu ekelerregend; alles starrte von Schmutz und eine dicke Rauchwolke lagerte über dem ganzen Lokal; über allen Trögen und Tischen waren mit russischem dicken Erdöl gefüllte Lampen angebracht, und der Rauch dieser Lampen war noch unerträglicher wie der Qualm und Geruch der Feuerung.

Sobald ich die nötigen Rohwaren und meinen eigenen Tisch hatte, ging meine Arbeit rasch von statten; ich machte mein Gebäck, stellte es auf Bleche und setzte es dann zur Gärung auf. Während ich beim Ofen beschäftigt war, hatte



Eine deutsche Baeckerei

folgt, und nicht zum wenigsten haben dazu die vielen guten Fachschulen, die in Kulturländern eingerichtet wurden, beigetragen. In solchen Schulen erhält der junge Mann einen Begriff von vielen Dingen, von denen er vorher gar keine Ahnung hatte, speziell wenn der Meister, bei welchem er gelernt hat, altkonservativ war und glaubte, seinem Lehrling die vortrefflichsten Informationen gegeben zu haben. In jetziger Zeit muss man in seinem Gewerbe auch der Fachwissenschaft den gehörenden Platz einräumen, und mit dieser ist — das weiss wohl jeder — in einer Backstube nicht viel los.

Wohl die bedeutendsten erspriesslichsten Erfolge erzielt man selbstverständlich, wenn man nach fremden Ländern und Städten geht und die mitunter sehr weit verschiedenen Rohstoffe und technischen Anlagen kennen lernt; auch sind die

deserve all thanks for coming forward so splendidly, but bake-house work is hardly suitable for women—that is, the major portion of it. Home baking and professional baking are not on similar lines, although according to some there is very little difference, except that money is saved by home baking. But is it? We think not, and rather incline to believe the young lady who wrote to one of our evening papers that she is not able to make her bread more cheaply than she buys it. She says it costs her one shilling and eightpence for 8 lbs. 6 ozs. of bread, which works out at ninepence halfpenny for 4 lbs.; the price of bread in London to-day. And she does not put anything for labor, etc. Then again, a lady who started baking at the age of fifteen and considers herself a good work woman, cannot obtain a situation anywhere. Strange, isn't it, with all this talk of shortage of labor.


WOMEN URGED TO BAKE AT HOME

Herewith is an advertisement which is appearing in all of our dailies. But what price the loaf? Really, it is not the style we are in the habit of making, and one is afraid that it is not a striking advertisement for home-made bread. Writers are

Free by Post

How to Make and Bake Home Made Bread.

By **HELEN EDDEN**
(Member of the Food and Cookery Association).



Full instructions as to the making and baking of Bread at home, together with some practical suggestions as to the best way to make Home-made Jam and Marmalade, are contained in this valuable little book. It will be sent free by post on application (a postcard will do) to:—

THE BRITISH COMMERCIAL GAS ASSOCIATION
47 VICTORIA STREET, LONDON, S.W.

Owing to the withdrawal of labour, the bakers of London and, indeed, throughout the country, are apprehensive as to the future supply of bread. Many small bakers have closed down, and the big bread companies have experienced great difficulty in meeting the demand, owing to the shortage of skilled labour. It is suggested that a remedy might be found in housewives reverting to the old practice of baking their own bread. In any event the situation would be eased.

—Vide DAILY PRESS.

also saying that "home-made bread is not so white as bakers' bread, because the latter is almost always rendered so by the use of alum." The old, old libel on the poor baker! One baker also advises people to make their bread of "two-thirds flour, and one-third potatoes." Good luck to the loaf!

TALK OF REDUCING BREAD PRICES

Already there is much talk of a reduction in the price following the recent falls in wheat prices. When will the public, and bakers also for that matter, realize the difference between wheat and flour prices? The price in London has not been raised uniformly, for in many districts it was at 9d. (18 cents) whilst other districts and the large companies were selling at 9½d. (19 cents). Now it is proposed by some to sell it at 9d.

over the counter, but 9½d. when delivered. There has been a fall in spot wheat during the week of about a dollar for oversea varieties, brought about, as one well-known Mark Lane authority says by "outside speculation."

Another equally well known factor says: "the surprise, however, was that the panic took hold of operators on this side of the Atlantic, whereas it was expected that America would be the first to take alarm. Undoubtedly, politics and the improved shipments caused the fright. The shipments this last week were bigger than for a very long time. The American market, on the contrary, has advanced on the week, and the advance in normal times would have been considered quite a substantial one, being about 1s. per quarter. Likewise, the official price of American flour, although the same on the week, was advanced in this morning's papers five points. Since the slump here there is much better feeling in America with higher quotations. There was also a better feeling at the close of market here."

Whatever the cause, bakers must not be in a hurry to lower their prices, for many of them have not been getting full price, and they should rather keep their price steady and let others who care come down to them. But who ever knew the trade to be firm at a particular price? There always will be undersellers it seems.

* * *

American Biscuit Works Purchase Plant

The American Biscuit Works, Inc., have purchased the two buildings of the Crampton & Belden Co., at the upper end of Green Island, near Troy, N. Y. The company decided to waive its option on the Trojah Laundry Company plant on Center Island, near Troy.

The plant and equipment, including immediate alterations, is valued at \$50,000; the ovens and machinery to be installed, \$45,000; the motor trucks and other delivery equipment, \$15,000; working capital, \$90,000; representing \$200,000. The authorized capital stock of the company is \$1,000,000, divided into \$500,000 of 7% cumulative preferred, and \$500,000 common.

Hartwell B. Grubbs, formerly secretary of the Biscuit & Cracker Manufacturers' Association, is president of the new company; Thomas C. Boswell is vice-president, and Benjamin I. Houghton, of New York, is secretary and treasurer. The directorate includes the president and vice-president and: John J. Hartigan, W. J. Roche, James Thomson, and Charles H. Smith.

* * *

MANY of the employees of the Chicago plant of the National Biscuit Company have gone on strike in sympathy with the strikers at the New York plant of the company.

* * *

The Food Value in Cakes

(Concluded from page 90)

The required proteins would be contained in 55.6 ozs. of this bread, the fat present in this quantity being 0.41 ozs., and the carbohydrates being 26.3 ozs. Here again there is a deficiency of fat, and an excess of carbohydrates, but the sugar only forms about 9 per cent. of the carbohydrates, against almost 50 per cent. in sponge cake and fruit cake. The necessary heat units could be obtained from 42 ozs. of this bread, which would have a shortage of proteins, but to nothing like the same extent as shown by the cakes.

CONCLUSION

The writer having already reached the limit of space likely to be permitted for such a novel article as this is obliged to close long before the possibilities of his subject are exhausted, but if what he has written has made any points clearer to his readers, or induced a desire on their part to study the subject more in detail, the article will have served some useful purpose.—*British Baker*

A Study of the Food Value in Cakes

By W. Crossley, Assoc. R. C. S. I., F. I. C.

AT THE present time one can scarcely peruse a paper or periodical without finding a contribution on some phase or other of the food question. We are given recipes free, gratis, and for nothing, on how to prepare six-course dinners at a cost of a few cents per head; told this, that, or the other food cannot be surpassed for its nourishing qualities, and advised generally on how to live well at a cost of next to nothing per annum. A very casual glance shows that a great deal of such information on food, though given with the best of intentions, is based on a very slight knowledge of what is and what is not food as understood by the scientific man. In the following short article the writer has endeavored to deal briefly with this subject in as non-technical language as he can:

DEFINITION OF FOOD

Food may be defined as any substance which, when introduced into the living organism, can, when digested and assimilated, maintain the structure and activities of the body; and a complete food for a living body is one that contains all the elements which enter into the tissues, juices, and secretions of the body, and those needed for the chemical changes connected with its functional activities.

The elements which together form a complete food may be divided into four great classes:—

- (1) Proteins.
- (2) Fats.
- (3) Carbohydrates.
- (4) Water, and the various mineral substances found in the animal body.

Examples of each of these classes which will be familiar to readers are:—

- (1) White of egg and the gluten of flour.
- (2) Butter.
- (3) Starch and sugar.
- (4) The various salts such as the phosphates occurring in flour, and common salt.

It would serve no useful purpose to differentiate the various proteins, fats, etc.; suffice it to say that while the first three of these great classes can take the place of each other for some purposes, each class has certain functions which can be most effectively carried out by it alone in the animal economy. The proteins contribute to the formation and repair of the tissues and fluids of the body, especially of the nitrogenous tissues (muscles, etc.), and they also regulate the absorption and utilisation of oxygen, and thus fill an important part in the chemistry of nutrition. Similarly, it is found that while one important function of fat is, by its combustion, to ensure the body temperature being kept up and mechanical work being done, another function is to lessen the rate of breaking up of the proteins, and thus act as protein savers. Fat also enters into the composition of certain tissues. The carbohydrates, unlike fats, do not enter into the composition of the tissues, although they are found in some fluids of the body, but, like fats, they have the power of lessening tissue waste. The principal function of carbohydrates is, however, to serve as sources of energy—i.e., for the production of heat and mechanical work. The fourth class of foods—mineral substances and water—are just as important to the body economy as the more prominent proteins, fats, and carbohydrates. One has only to remember in this connection that bones contain more than half their weight of calcium phosphates, that sodium chloride (common salt) is present in all the tissues and fluids of the body, to see how essential mineral substances are in the bodily economy. Most readers

have probably never before looked upon water as a food, but it is really a very important one. Roughly speaking, water forms about 60 per cent. of the human body, from which it is being continually lost through the skin and lungs and in the excretions. It is essentially requisite in the processes of digestion and absorption as a solvent for the various food substances, and as a vehicle for the removal of the waste products produced in the body. The amount of water called for depends principally upon bodily temperature and bodily labor, but the temperature of the surrounding air and its humidity, and the nature and amount of solid food taken, also have their influence on the quantity called for.

If the reader has closely followed the foregoing he will now have some idea of what is meant by the word "food," the various classes included in the generic term, and the function of each class in the bodily economy; but it will probably make matters clearer if the writer goes rather more fully into one or two points connected with the functions of the various classes. As indicated previously, the three classes—proteins, fats, and carbohydrates—can, for some purposes and with certain limitations, take the place of each other. Thus in the production of energy, fats and carbohydrates may be looked upon as interchangeable, and both can also act as protein savers, but neither fats nor carbohydrates can take the place of proteins in certain of their functions. It is clear that since muscular tissues contain nitrogen, the building up of such tissues and the material required to supply their wastage must of necessity also contain nitrogen, and that this nitrogen must be in such a form as to be utilisable by the body—i.e., in the form of proteins. Since neither fats nor carbohydrates contain nitrogen, these bodies cannot take the place of proteins for the purposes named. In other words, the food taken into the system must contain such an amount of protein as is necessary for the above purpose. Besides serving this purpose, proteins can in case of necessity also serve as sources of energy; that is, take the place of fats and carbohydrates. The human body, however, is so constituted that so far as the production of energy is concerned fats and carbohydrates carry out this function much more efficiently than do the proteins, hence the necessity for the inclusion of fats and carbohydrates in the food taken into the system. A very fair idea of the comparative energy-producing power of the proteins, fats, and carbohydrates may be obtained by burning the same quantities of these bodies and measuring the heat liberated. This has been accurately ascertained by a number of experimentalists, and it has been found that taking as a unit the amount of heat required to raise 1 gram of water (28.35 grams equals 1 oz.) from 0 deg. C. to 1 deg. C., that 1 gram of starch on combustion yields 4,200 units, 1 gram of vegetable protein 5,900 units, and 1 gram of fat or oil 9,300 units. It should, however, be borne in mind that while these figures accurately represent the energy-producing powers of starch, protein, and fat outside the body, owing to the combustion of these substances in the body being never complete, due allowances must be made when using these figures for the valuation of any given food. Careful experiments have shown that the amount of food required daily by an average man doing an average amount of work is such as will yield on combustion 3,000,000 of the heat units referred to above. To give a concrete illustration of what this means, it may be mentioned that the daily consumption of about 2½ lbs. of bread would yield this amount of energy.

Were the human body a mere machine, and the food called for so much fuel, the problem of food supply would be a

very simple one, but this is not the case. The human body, so far as it is a machine, is a very delicate mechanism, and is by no means content to receive its fuel in the exact form which may be indicated from the view-point of fuel value only; for, if that were the case, it is obvious that the best form of fuel would be fat, owing to its liberating more heat per unit weight than either protein or starch. The human digestive system cannot, however, deal effectively with such an amount of fat, and a considerable excess of fat taken into the system promptly illustrates the above point by producing a so-called bilious attack. The digestive system shows a similar antipathy to the presence of an excessive amount of sugar in the food taken, and it is found that the digestion of the average man cannot deal comfortably with more than 4 ozs. to 5 ozs. of sugar daily. The digestion of sugar is relatively so rapid that assimilation and storage in the liver cannot keep pace with the absorption if taken in excess, and such excess passes out of the system unchanged. This not only means waste, but it also puts an undue strain on the excretory organs, one effective indication being excessive fermentation in the stomach and intestines. Starch, on the other hand, compares very favorably with both fat and sugar as regards the amount that can be effectively used in the system, and an average man doing a fair day's work can digest without discomfort about 1.25 lbs. daily for several days.

STANDARD DIET

Considerations such as the above, and accurate experiments made to determine the potential energy the foods ingested must possess to preserve physiological equilibrium (shown by the body weight remaining normal on a given weight of food), have established the amount of food required daily by the individual, and the amounts of each class of food indicated. Such a standard daily diet for a man doing ordinary work is given below:—

	Ozs.
Proteins	4.31
Fat	3.53
Carbohydrates	11.71
Salts	1.00

Total water free food20.55

FOOD VALUE OF CAKES

Having now arrived at some idea of what is meant by food, the nature of the bodies which serve the purpose of food, why these bodies should be present in fairly definite proportions, and the amount of food required daily, the reader will be in a position to appreciate the factors involved when considering cakes from the point of view of food value. Owing to the difficulty of dealing with a subject of this importance in the limits entailed by a single article, lack of time, and the singularly small amount of data available to illustrate the various points with actual examples, this portion of the subject can necessarily only be dealt with in a scrappy fashion. Thus as regards data, while there are large numbers of analysis of bread available, the writer knows of no published analyses of such things as fruit cakes, etc. It is true there are hundreds of recipes to be found, and it is possible to calculate more or less accurately the composition of the finished cakes in terms of proteins, fats, carbohydrates, etc., but seeing very little investigation work has been done on the changes in composition during the baking of cakes, it is highly probable that such calculated analysis will have an accuracy of the "less" order rather than the "more." For these reasons then, the writer cannot deal adequately with his subject by taking types of the different classes of cakes, giving their analyses, and working out scientifically their actual value as food, and he has consequently confined himself to the consideration of a sponge sandwich, made from a standard formula, and which he has had occasion to analyze in the course of professional work, and of a fruit cake, the

probable analysis of which he has calculated from the formula. Only the sponge portion of the cake was analysed, and the following results were obtained:—

	Per Cent.
Moisture	18.70
Proteids	7.84
Fat	2.76
Cane Sugar	30.89
Dextrose	2.60
Starch	35.81
Ash	1.40
	100.00

By a brief consideration of this analysis some interesting facts may be gathered on the position of such a sponge cake from the point of view of food value. Thus, if the reader will glance back he will see that the system calls for 4.31 ozs. of proteins daily, and that a shortage of proteins cannot be balanced by an extra supply of either fats or carbohydrates. A simple calculation shows that if it were necessary to obtain this amount of protein from sponge cake only 54.8 ozs. would have to be eaten—and digested; the fat present would be 1.5 ozs., and the carbohydrates 38 ozs., of which almost half would be sugar. In other words, there would be a deficiency of fat and a large excess of carbohydrates. Looking at the matter from another side—that of the energy standard, we have seen that the daily requirements are equivalent to 3,000,000 heat units, and calculation shows that this energy could be obtained from 30 ozs. of sponge cake, but such an amount would show a serious shortage of both proteids and fats.

Similar principles to the foregoing, when applied to the consideration of a fruit cake, also proves interesting. The analysis given is about what one would expect from a fruit cake, the quantities given being 21 lbs. flour, 6 ozs. powder, sultans, 3½ lbs. currants, 2 lbs. peel, 40 eggs, color, etc. Calculating from the average composition of the various ingredients the analysis would show approximately these results:—

	Per Cent.
Moisture	20.3
Proteids	6.5
Fat	16.5
Cane Sugar	19.2
Dextrose	7.0
Starch	29.0
Ash	1.5
	100.00

The necessary proteins, 4.31 oz., would be contained in 66.3 ozs. of this cake, and would be associated with 10.9 ozs. of fat, and 36.6 ozs. of carbohydrates, about half being sugar. Here, as in the case of sponge cake, there is a large excess of carbohydrates, but unlike the sponge, this cake shows no deficiency in fat, but a large excess. The necessary 3,000,000 heat units could be obtained from 25.5 ozs. of this cake, but, as with sponge cake, the proteins in this amount of cake would be considerably below the requirements of the system.

An analysis of ordinary household bread recently made by the writer, is appended. The following results were obtained:—

	Per Cent.
Moisture	42.93
Proteins	7.73
Fat	0.74
Sugar and soluble carbohydrates.....	4.64
Starch	42.72
Lactic Acid	0.11
Ash	1.13
	100.00

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Most of this new demand for raisins is for

CALIFORNIA RAISIN BREAD

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—a new treat for people who thought they never cared for raisin bread before. This bread is delicious because it is made with these delicious raisins and because it uses so many of them, following the formula which we supply free to bakers everywhere.



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And thousands of bakers throughout the country have taken other advantages of this new demand for an old fruit staple by putting out raisin specials — new sorts and kinds, newly attractive, newly delicious.

Let us tell you what other bakers are doing and let us help you do the same. Here is a great big new and permanent feature of your business growing up and getting bigger every day. Grow up with it.

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Power For Extra Work

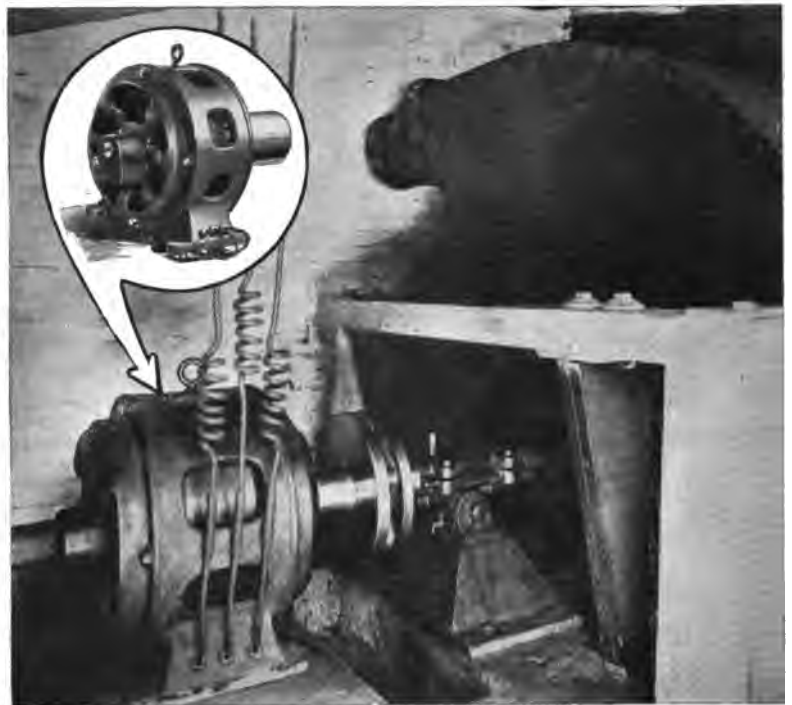
There is power in the Lincoln Motor to take care of the extra stiff batch, the big mix or over-work of any kind.

If baking machinery is fitted with a Lincoln Motor big enough for the average work, it will have plenty of overload capacity to turn out the hard jobs without fuss or trouble.

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Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

The Biscuit-Baking World

Some Biscuit-Wares of the Warring Countries—Real Origin of the "Hot Cross Series"—Biscuitdom Extras

[By L. Lodian, Manhattan]

BISCUIT VERSUS "CRACKER"

THE word biscuit is always preferable to use instead of "cracker". Note that all the biscuit concerns throughout America use the word *biscuit* in their firm-names.

Biscuit is internationally understandable—that is, at once comprehended in any country; whereas "cracker" is only understood in America. In the British domains, the word cracker refers to one of those Christmas elongated paper-wrapped packages which young folks have fun over (used largely for Xmas-tree adornment), by each pulling at a slim interior tab at the ends till it goes "bang!" These are the real yule-tide bon-bons. They are also called "snappers". Then the little package is opened for its two or three small sweets, and the printed good-luck motto-slip.

A contemporary recently printed a brief consular-report of these British snap-candies, the consul calling them by their correct Anglia name of "crackers"; and the redaktor "fell to" and headed the extract, "demand for crackers" (as if biscuits were meant). But the context showed the error, as it referred to the crackers containing the printed mottos et al. in side. As if biscuits would be baked with printed slips in the interior!

Moral: "Get the habit" of speaking correct American, and always write and say *biscuit*. Let the confusing "cracker" fall into desuetude!

* * * * *

THE ORIGIN OF THE "HOT CROSS" LINES

The crusades of nigh a millennium ago, lasted through a couple of centuries: there were seven or eight in all,—and the infidel Turk got the best of all of 'em, and has kept the gentiles' holy-land to this day.

But the crusaders brought back to Europe many ideas of utility, copied from the Arabs—as the windmill, the pharmacopoeia, the sugar-cane, fruit-preservation by sun-drying, and a host of other innovations.

One route followed was through the country of Armenia, and it was noticed the people made a daily bread for the home with the cross (+) marked both sides. This form is still followed to the present day; and there are a number of Armenian bakeries in Manhattan who bake thus for their own colony-folks here. Hence we are able to show a few of their products in this still-surviving form of the earliest-known crossed bread-stuffs. The crossing is even carried into some firm-priced fruit-paste cake-lines, as the part-marzipan one illustrated, retailing at 30c per. (The Italians have smaller-sized crossed fruit-paste wares.)

There are three other forms of crossed-breads affected by the Armenian nationality—a dime-size about 30 centimeters (= 1 ft.) diam., and about 1 inch thick; a 3-cent size; and an oblong size retailing at a nickel. They are too cumbersome to

illustrate. The latter was probably, many centuries ago, cross-shaped (like the near-east cross-shaped biscuitry illus-kribed a year ago), and lapsed into the oblong shape—remaining about $2\frac{1}{2}$ c'm's thick—for convenience sake. Then there is a small 5-crossed dryish milk-bread retailing at a nickel.

Singular detail to note: All these last-mentioned cross-marked bread-wares are multi-crossed—that is, they have five closely-parallel lines which make up the cross in each direction. This is simulative of the five fingers of the crucified outstretched hands of the Christ, and of the five digits of the extremities.

* * * * *

The cross is also used on the daily oat-bread disks of the north-British people, although its significance has been lost sight of in the purely utilitarian notion that the cross is there to facilitate division of the oat flat-bread into the familiar triangular-shaped pieces as illustrated in the "breads of all nations" opuscul in the BAKERS REVIEW of March, '13.



The Biscuit-Baking World

At Left: Crossed hard-tack daily breads of Armenia, showing obverse and reverse. The crossing is always both sides. This originated the "hot cross". (See article.) Center Top: "Biscuits with handles": an arabik hard-tack line, sesami-seed-covered. Center Bottom: Crossed fruit-paste part-marzipan of the near-east (Levant.) Right, Carbonized "stales" for the farina of the Paris biscuit-charbon. (See article.)

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In the museum of Napoli are semi-petrified cross-breads, a couple of milleniums old, taken from the ovens unearthed at Pompeii, but they have of course no religious significance. In fact, the cross exists on monuments dating three milleniums before the christian era: it required the "incident" of Calvary to give it religious significance.

* * * * *

Armenian bakeries know not of biscuitry as we know it; their thin daily breads dry to a hard-tack in a day,—and these are their biscuits". But they are credited with having given to the world the faith-significance of crossed-breads.

From Asia-Minor the surviving returned crusaders brought details of the crossed breads of some of the Christian sects, and the idea "kot on", but was limited mostly to once-a-year observation in the bakery, and to single lines crossing.

* * * * *

CARBONIZED BREADSTUFFS

In the past, have been illus-scribed the institution known as *biscuit-carbon* (charcoal biscuits) of Paris, regularly made since nigh a century. They have been an item of import to America for the past half-century. High-enough in price always (\$½ the ¼-lb. can), they have in the last 18 months sky-rocketed to double that figure—\$1 the ¼-lb. "The war", of course! Yet they are not easily obtainable at even this elevated charge of \$4 per lb. A Beekman-str. importer is alternately "in" and "out" of them.

It is a wonder some of our own biscuit factories don't look into this simple manufacture of charcoal-biscuits. Yet none of them know of even the demand for the *biscuit-carbon*—"never saw or ever heard tell of them".

Carbonized "stales" reduced to flour are used by the Paris *fabriks*. The carbonization is perfect. Break a carbonized "stale" in two, and you will find the whole interior a jet-black, without odor or taste. In the group-photo this month, are shown specimens of this carbonized breadware.

To the French chef, the small carbonized "stales" have a certain utility used as they are. "High" game or meats which are boiled, are deprived of the taste of taintedness when three or four or more of the carbonized loaflets are dropped into the boiling medium. The remarkable affinity of carbon for absorbing emanations or odors, causes the taint to make a "b-line" for those floating featherweight bread-carbons. Then they are cast aside for chicken- or piggie- feed (there is little or nothing wasted in the French cuisine), although having scant food-value.

That carbonized breadware is perfectly cleanly to handle, and may be carried around in a white-smock pocket without leaving a mark.

* * * * *

BEAN-FLOUR BISCUITRY

Replying to a Duluth subscriber as to where the Niponese bean-flour wafery may be obtained,—(illus-scribed p. 101, Feb.)—, try any Japanese store in the cities, showing the picture. If they haven't the goods at hand, they can promptly inform where the biscuitry may be procured, or would probably get it at once, on order, from the big oriental importers as at Seattle, the Golden-Gate, or Portland.

* * * * *

REMARKABLE PERSISTENCY OF ANTIQUATEDISM IN SOME BISCUIT-BAKERIES

Apropos of the illustration in the April issue, of the curious old print showing the ancient "brake" and "horse" used in kneading, readers may be interested to learn there are still a number of them in use right along, almost every day of the year, round Mulberry-plaza region and the "pikolo Italia" quarters thereabouts, in some of the squat basement bakeries. En passant, I have often stopped for a few moments to observe the antiquated process, through the part-opened basement-door (if ajar).

A big-diameter bambu-pole (about 4-5 in. diam.) is always used by preference. This "kavallo" ("horse") presses directly on to the dough being kneaded; there is no "spread of kanvas" between "kavallo" and "pasta" (dough).

With all the modern machinery available for every need of the bakery, it is surprising these relics of the past persist in a city like Manhattan. Yet there is a special import of those long-length big-diameter bambu-poles for this very purpose—kneading dough; and the "kavallo" ("horse") can be obtained any day at about a \$ per. One will last for years. There is also a trade in them from Manhattan to bakeries in other cities throughout the Union. Of course they all go to foreign-colony bakeries in the federation. It is doubtful if a single American baker makes use of one.

Some day, *en passant*, a photograph will be secured of this still-in-daily-use antiquated "horse" dough-kneader always "on the job" in divers of the cellar-bakeries almost under the shadow of the biggest municipal building of the globe.

BISCUITS WITH HANDLES

These are mostly hard-tack breadstuffs from Italia and Osmani. The "handle" is for convenient stringing and drying out of the breadware, and for sale from jutting-out wall-sticks in the native hard-tack bazars. The one illustrated is sesami-seed-covered (white); others have a sprinkling of poppy-seeds (black).

The Italians have a far more picturesque variety of these *biskoti* with handles, at prices ranging from a nickel to a \$¼ per, according to the size, and number of red-dyed duck-eggs inbedded and baked into them. 'Round eastertide they are made and sold by miriads of thousands. This is really a *biskoti-hardtack*, slightly sweetened. Some extra-studded handled-*biskoti*, with confeti adornments, retail at from \$1 to \$2 per, and are a favorite Easter-gift from the *fiansato* (bo) to his *fiansata* (prospectiv), who is usually far from being a "belle"—hence the word "prospectiv".

* * * * *

The latin Italianos may be rated the cleverest and most versatile *biskoti-konfeti* bakers of the globe. Some of their "take-offs" of bridal-cakes—throughout, to the core, of the purest cristalized-fruit-studded confectionery—are "poems" of daintiness which it would not be within the ability of any American cake- or biscuit- or pastry-bakery to duplicate.

BISCUIT-BREADSTUFFS EXHIBIT AT SALT-LAKE

'Tis over a score years since visiting the Utah capital—round-aboutedly en-route to Mexico, the Golden-Gate, the Antipodes, the Ganges, Nipon, and via Cibiria overland to Europe and so back to the Hudson; and, since, I've seen enough of the breadstuffs of 'most all climes to warrant suggesting to the committee a unique restricted exhibit limited to just the unknown in biscuit- and bread-dom (excluding all generally-known types). This exhibit of the bread-"queers" of all nations could be limited to a couple-score specimens, and would be rated "the thing" of the convention. Has never been "done" before in history at an exposition, so far as is known. One of the committee's office-messengers could round up the collection among the numerous foreign-colony bakeries and importeries of the chieffer cities of the U.-S., as Chicago, or Manhattan.

All these national biscuitries and hard-tacks of the universe have been lavishly illus-scribed in this monthly since March, '13; so it is just a matter of refering to the file for a selection. All the goods will "keep" and remain intact (barring breakage) indefinitely.

* * *

Frank Eighme Resigns

Frank Eighme, for five years manager of the Whiteside Bakery Co., of Louisville, Ky., recently severed his connection with the concern, his resignation taking effect on April 1. G. C. Maratta, of the sales department, has been placed in charge temporarily until the new manager is named. It is understood that Mr. Eighme has gone East to make arrangements whereby he will take over the management of one of the big Eastern corporations. Some months ago it was announced that Mr. Eighme was to become manager of the Grocers' Baking Co., of Boston. This announcement was later denied by T. H. Best, manager of that company. It is also rumored that he has been offered attractive positions in two other large cities.

Choice Formuias for the Biscuit Baker

By Gluto

XXX Crackers

These are sponge crackers. In quality they are mid-way between common and butter crackers.

5 bbls. strong winter wheat flour 10 lbs. salt
12 ozs. compressed yeast 28 gals. water
110 lbs. lard 4 lbs. bicarbonate of soda

Set a sponge in the afternoon with twenty-two gallons water, the yeast and two barrels of flour. Have the water at a temperature that will make the sponge 80 degrees Fahr. after mixing. Let it lay in the mixer over night and the following morning make a dough by adding the lard, salt and six gallons warm water. Turn on the power and break it up well before adding the flour. After the flour is in and while mixing, sift the soda over the dough. Make the dough clear and bake a trial to ascertain if the amount of soda is correct. If so, empty from the mixer into a trough, cover carefully and let it lay and prove up light. It should take about two hours. Run on a cracker machine, one-eighth of an inch thick and cut with a two-inch round cutter. Peel up and bake on the oven bottom in a good heat and dry out well in the oven.

Molasses Cookies

1 bbl. short flour 18 ozs. salt
10 gals. N. O. molasses 16 ozs. ginger
1 gal. water 2 gals. honey
30 lbs. lard 4 lbs. bicarbonate of soda

Heat the molasses and honey to 100 degrees Fahr., pour into a mixer and add the lard and water. Turn on the power and beat well together. Sift the soda, salt and ginger into the flour, add and make a clear smooth dough. Run on a panning machine and cut with a large round scalloped cutter. Bake in a good heat with steam.

Molasses Gems

1 bl. short flour 1 gal. water
60 lbs. C. sugar 2 lbs. salt
30 lbs. lard 4 lbs. bicarbonate of soda
9 gals. molasses 8 ozs. ammonia

Heat the molasses to 100 degrees Fahr. and sift the sugar into the flour with the salt and soda. Pour the molasses into a mixer and throw in the lard and add the ammonia dissolved in the water. Stir well together and dump in the flour. Mix until clear and smooth and run on panning machine with as little dust as possible. Cut with a three inch, round, scalloped cutter. Bake in a good heat with steam in the oven.

Egg Jumble

150 lbs. short flour 20 ozs. ammonia
80 lbs. powdered sugar 6 ozs. bicarbonate of soda
12 lbs. butter 12 ozs. salt
20 lbs. lard 4 gals. sweet milk
2½ gals. eggs 3 ozs. lemon oil

Cream the sugar, butter and lard and beat in the eggs slowly, then the salt and lemon oil. Dissolve the ammonia in the milk and sift the soda into the flour. Dump into the mixer and mix as little as possible to clear the dough. Run on a soft cake machine with a jumble die and bake in a quick oven.

Macaroon Snaps

140 lbs. short flour 3 gals. corn syrup
56 lbs. almond meal 30 ozs. ammonia
35 lbs. macaroon cocoanut 24 ozs. bicarbonate of soda
30 lbs. lard 28 ozs. salt
100 lbs. fine granulated sugar 1 gal. eggs
8 gals. sweet milk

Cream the sugar and lard and beat in the eggs, corn syrup and cocoanut. Dissolve the ammonia, soda and salt in the milk, add and stir well. Sift the almond meal into the flour, dump into the mixer and make a clear dough. Run on a soft cake machine with a one-inch die and bake in a fairly good heat.

Lemon Drops

100 lbs. short flour 6 gals. sweet milk
65 lbs. powdered sugar 10 ozs. salt
8 lbs. butter 10 ozs. bicarbonate of soda
10 lbs. lard 4 ozs. ammonia
1 gal. eggs 4 ozs. lemon oil

Cream the sugar, butter and lard. Beat in the eggs and add the lemon oil. Dissolve the soda, salt and ammonia in the milk; add and after stirring all together dump in the flour and just clear the dough. Run on a soft cake machine with one-half inch die. Bake in good heat.

Chocolate Drops

100 lbs. short flour 10 lbs. melted chocolate
9 lbs. butter 7½ gals. milk
9 lbs. lard 12 ozs. salt
65 lbs. powdered sugar 12 ozs. bicarbonate of soda
1 gal. eggs 2 ozs. ammonia
4 ozs. vanilla extract

Cream the sugar, butter and lard. Beat in the eggs and chocolate and proceed the same as for lemon drops.

English Coffee

1 bbl. short flour 1 gal. water
80 lbs. C. sugar 20 ozs. salt
60 lbs. lard 36 ozs. bicarbonate of soda
2 gals. eggs 18 ozs. cinnamon
9 gals. N. O. molasses 12 ozs. allspice
4 ozs. lemon oil

Cream the sugar and lard and beat in the eggs and molasses. Dissolve the salt in water and add with the lemon oil. Sift the spices and soda into the flour and make a clear, smooth dough. Run on a soft cake machine with a two-inch die and bake in a moderate oven.

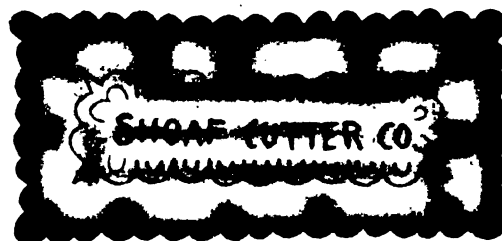
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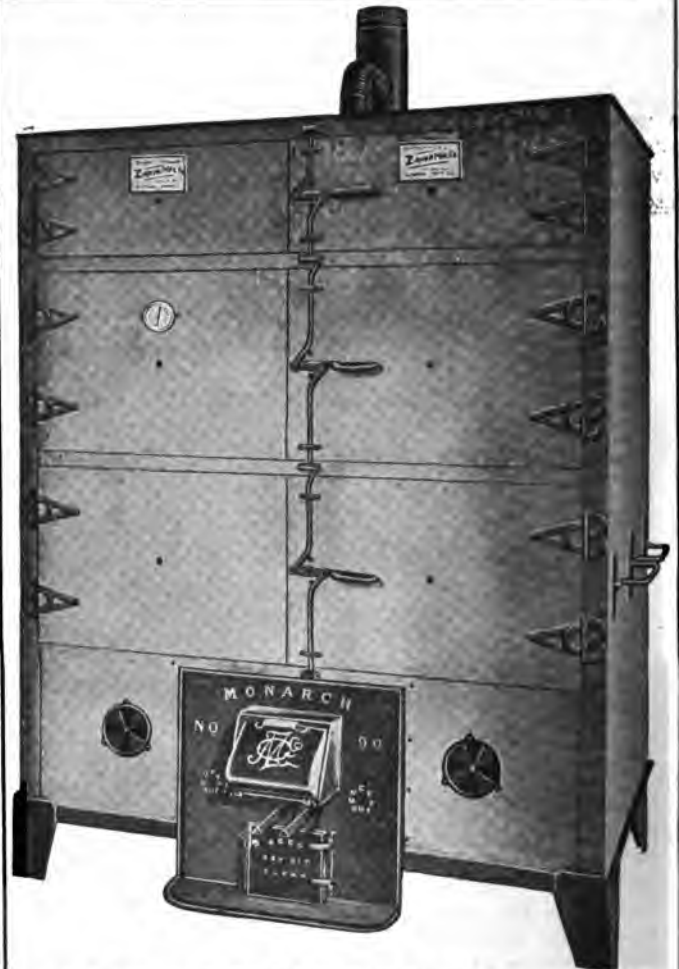
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DEUTSCHER TEIL

Vereins Berichte — Rezepte — Fachartikel

Praktische, technische und kulturelle Studien ueber das Baeckerei- und Konditorei-Gewerbe in Europa

Von Baecker-Consulent L. C. Klitteng, Insel Laeso, Daenemark.
(Auf seiner Studienreise um die Welt 1912—1916.)

„Studien, was heisst Studien in unserem Fache?“ Diese Worte sprach elumal ein Bäckermeister zu mir, als ich mit ihm über die verschiedenen Verhältnisse in den Ländern, die ich damals besucht hatte, diskutierte.

Es ist bedauerlich, dass es Fachleute gibt, die der Ansicht sind, dass man nichts mehr hinzulernen kann, wenn man vier bis fünf Jahre in seinem Fache gelernt, mehrere Jahre als Geselle gearbeitet und schliesslich sein eigenes Geschäft etabliert hat, — es ist jedoch sehr bezeichnend, dass selbst in unserer hochentwickelten Zeit das Bäckergerwerbe in vielen Hinsichten nach altertümlichen Methoden geführt und betrieben wird.

In den letzten zehn oder fünfzehn Jahren sind, erfreulicherweise, in dieser Beziehung bedeutende Aenderungen er-

klimatischen Verhältnisse von hervorragender Bedeutung, und kulturell gesehen, macht man die besten Beobachtungen an Ort und Stelle, bei persönlicher Berührung mit den Bewohnern der verschiedenen Städte, Länder und Welttheile. Selbstredend ist nicht jeder in der Lage, derartige Reisen zu unternehmen, wenn auch Lust und Mut dazu vorhanden sind, denn das erforderliche Kapital ist bei jungen Bäckerleuten bekanntlich nur in geringem Masse vorhanden. Seit meiner frühesten Jugend habe ich es mir als Ziel gesetzt, mein Fach gründlich kennen zu lernen und es überall in der Welt zu studieren; und sehr bald werde ich mein zwanzigstes Reisejahr erreichen; es ist leicht begreiflich, dass man in einem so grossen Zeitraum viel erlebt und viel erlernt.

Gemäss der Ueberschrift dieses Artikels will ich nunmehr über meine Beobachtungen und Erfahrungen in den verschiedenen Bäckereien der Grossstädte Europas erzählen, mit besonderer Berücksichtigung von London, Paris, Wien, Berlin, St. Petersburg (Petrograd) und Warschau.

Im Winter 1907 ging ich zum ersten Male über Helsingfors, die schöne Stadt in Finnland, nach St. Petersburg. Die Fahrt dauerte 18 Stunden im Schnellzug, und als ich früh morgens das heilige Russland erreichte, war die Kälte, mit der ich leider nicht gerechnet hatte, geradezu entsetzlich. Das Thermometer zeigte 40 Grad Celsius, was mit Zylinderhut, dünnen Schuhen und leichtem Ueberzieher unvereinbar ist; ich musste mich sofort mit mehr zweckmässigem russischen Gewand ausrüsten.

In einem Hotel in Finland hatte ich die Bekanntschaft eines Verkäufers einer der grössten, im Innern Russlands gelegenen Mühlen gemacht, und da er deutsch sprach, konnten wir uns ziemlich gut verständigen, denn der russischen Sprache war ich nicht mächtig. In seiner Eigenschaft als Mehlerkäufer hatte er selbstverständlich die besten Beziehungen in Bäckerkreisen, und es dauerte auch nicht lange, bevor ich mich in einer russische Backstube eingestellt habe, um daselbst meine dänischen Gebäcke vorzuführen. Mit dem Inhaber konnte ich mich nur durch den Mehlerkäufer, der als Dolmetsch fungierte, verständigen.

Der Eindruck, den die Backstube machte, war geradezu ekelhaft; alles starrte von Schmutz und eine dicke Rauchwolke lagerte über dem ganzen Lokal; über allen Trögen und Tischen waren mit russischem dicken Erdöl gefüllte Lampen angebracht, und der Rauch dieser Lampen war noch unerträglicher wie der Qualm und Geruch der Feuerung.

Sobald ich die nötigen Rohwaren und meinen eigenen Tisch hatte, ging meine Arbeit rasch von statten; ich machte mein Gebäck, stellte es auf Bleche und setzte es dann zur Gährung auf. Während ich beim Ofen beschäftigt war, hatte



Eine deutsche Baeckerei

folgt, und nicht zum wenigsten haben dazu die vielen guten Fachschulen, die in Kulturländern eingerichtet wurden, beigetragen. In solchen Schulen erhält der junge Mann einen Begriff von vielen Dingen, von denen er vorher gar keine Ahnung hatte, speziell wenn der Meister, bei welchem er gelernt hat, altkonservativ war und glaubte, seinem Lehrling die vortrefflichsten Informationen gegeben zu haben. In jetziger Zeit muss man in seinem Gewerbe auch der Fachwissenschaft den gebührenden Platz einräumen, und mit dieser ist — das weiss wohl jeder — in einer Backstube nicht viel los.

Wohl die bedeutendsten erspriesslichsten Erfolge erzielt man selbstverständlich, wenn man nach fremden Ländern und Städten geht und die mitunter sehr weit verschiedenen Rohstoffe und technischen Anlagen kennen lernt; auch sind die

Ich meine Uhr mit goldener Kette auf meinen Arbeitstisch hinter eine kleine Rosinenkiste gelegt, von wo sie nach kurzer Zeit auf Nimmerwiedersehen verschwunden — gestohlen — war. Natürlich hat niemand etwas von der Uhr gesehen und ich konnte nichts tun; der Meister erklärte dem Dolmetsch, dass ich die Uhr sicherlich in meinem Hotel vergessen hätte. Wahrscheinlich wurde die Uhr schon am nächsten Tage gegen einige Flaschen Wutki ungetauscht.

Das von mir verwendete Mehl war äusserst kräftig, die Hefe war besonders gut, und sowohl Butter als die Fruchtfüllungen waren ausgezeichnet, sodass mein Gebäck einen reisenden Absatz fand, denn die Russen lieben gutes Gebäck, und die Fabrikation von feinen Fruchttorten in St. Petersburg ist ausserordentlich gross.

Während meiner jetzigen Weltreise — im Jahre 1912 — kam ich nochmals nach St. Petersburg und blieb daselbst einige Wochen. Obwohl die Arbeiter am Strike waren, merkte man wenig davon, denn ihre Organisationen spielen daselbst keine Rolle und für sehr geringes Entgelt bekommt man genügend Leute. Die bestbezahlten Arbeiter findet man in den kurländischen Bäckereien, deren es sehr viele in St. Petersburg gibt; die ersten Kräfte bekommen zirka 60 Rubel per Monat, die weiteren 40 und 30 Rubel, müssen jedoch davon Kost und Wohnung bestreiten. In den anderen Bäckereien, in denen die



Eine daenische Torte

Arbeiter Kost und Wohnung erhalten, ist ihr Gehalt 14 bis 15 Rubel monatlich, und dieses Geld wird zum Einkauf von Wutki benutzt: viele Arbeiter haben keine anderen Anzüge als die unsäglich schmutzigen Kleider, die sie bei der Arbeit tragen. Auch schlafen die meisten in den Bäckereilokalen, da sie hier Wärme haben, während ihre eigenen Schlafräume niemals geheizt sind; auch nehmen sie daselbst ihre Mahlzeiten ein. Das Essen wird meistens in grossen hölzernen Schüsseln angerichtet und fünf bis sechs Mann essen ihr Gerstenbrei mit Löffeln aus einer Schüssel. Das nach Einkauf von Wutki übriggebliebene Geld wird für Zigaretten verwendet. Jeder russische Arbeiter raucht Zigaretten in grosser Menge, und zwar auch während der Arbeit, obwohl dies von der Gesundheits-Kommission verboten ist; aber der Russe schert sich um kein Gesetz und tut was er will. Dies ist keine leere Phrase; Recht und Gesetz existieren für den Russen nicht; vom höchsten Beamten bis zum niedrigsten Laufjungen geht jeder seinen Weg, in einer Weise, wie es in keinem anderen Lande stattfinden könnte.

In Warschau sind die Verhältnisse doch ein wenig besser. — Ich rede von der Zeit vor dem jetzigen Weltkrieg. Man sieht hier, dass europäische Zivilisation viel mehr Einfluss zu haben schien, und bemerkt dies auch in den Bäckereien. Miklers Bäckerei in Warschau hat einen kolossalen Betrieb mit eigenen Dampfmaschinen u. s. w., und man könnte sie beinahe mit der Ward Baking Co. in New York vergleichen. In der grossen Hauptstrasse Nowy Swiat liegt die feine Bäckerei und Grosskonditorei von Lapinski, und zur Zeit als ich dort arbeitete

und meine dänischen Gebäcke einfuhrte, habe ich ebenso feine Gebäcke gesehen wie je in Berlin oder Wien.

Was Berlin anbetrifft, so sind die Bäckereien dort im Allgemeinen musterhaft eingerichtet, z. B. die königliche Hofbäckerei von Robert Heil in der Dorotheenstrasse. Dies ist eine der modernsten, die ich je gesehen habe, und die daselbst hergestellten Waren, speziell Seimeln und andere Weissgebäcke, übertreffen meiner Meinung nach die Wiener Bäckereiprodukte. Joseph Breunig in der Singerstrasse in Wien steht nicht auf derselben Höhe wie Robert Heil in Berlin; warum Wien seinen Weltruf genießt, kann ich nicht sagen. Die Konditoreien daselbst liefern allerdings wirklich feine Arbeit.

In Qualität wie in Geschmack haben diese Konditoreien Ähnlichkeit mit Rumpelmeyer in Paris; dies ist unstrittig die feinste Konditorei in Europa, ich glaube, in der ganzen Welt. Ich habe dort meine dänischen Gebäcke vorgeführt und bin stolz darauf, dass gerade diese Firma nach meinem Unterricht diese Gebäcke permanent in ihrem Laden zum Verkauf hat, welche bei den Pariserinnen sehr beliebt sind.

Die „Boulangerie Viennoise“, bei der ich ebenfalls war, ist jetzt zerstört; bei meinem letzten Besuche in Paris, 29. Juli bis 15. August 1914, war der Laden zertrümmert, die Fenster eingeschlagen, Marmorbuffete und andere Einrichtungsgegenstände vernichtet und auf die Strasse geworfen.

London hat wohl den grössten Bäckereibetrieb der Welt; jedoch gibt es keine speziellen Bäckereien und Konditoreien, denn beide sind mit den Restaurants in Londons meilenlangen Strassen vereinigt. Lyon's in London ist in der ganzen Welt ebenso gut bekannt wie Krupp's Kanonen von Essen. Diese Bäckerei beschäftigt 14,000 Personen, von denen 1000 das Brot und die Gebäcke für die verschiedenen Servierungsstellen in allen Teilen der Riesenstadt zu verpacken haben.

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Harrod's in Brompton Road ist weltbekannt für feine Pastry; seine „Tea and Cakes“ sind hochgeschätzt von der englischen Aristokratie, und eine grosse Menge Gebäck ging zur Zeit, als ich dort war, in das Königsschloss.

Der Raum erlaubt es mir nicht, all' das zu erzählen, was ich auf meinen weiten Fahrten gesehen und gelernt, oder in so eingehender Weise die Fachverhältnisse zu schildern, wie ich sie gefunden. Hoffentlich bekomme ich noch öfters Gelegenheit, weitere Skizzen über meine Erfahrungen in der Bakers' Review zu veröffentlichen. Jetzt handelt es sich bei mir, die amerikanischen Verhältnisse eingehend zu studieren, und das sicherlich viel Interessante daselbst zu sehen sein wird, will ich meine hiesigen Erfahrungen späterhin zu Papier bringen.

Vorerst interessiert es mich speziell hier in den Vereinigten Staaten die verschiedenen Rohwaren kennen zu lernen. Bei meiner ersten Backprobe in Washington, D. C., als ich bei der Confectionery Rauscher für das Hochzeitmahl von Präsident Wilson und Gemahlin dänisches Gebäck machte, bemerkte ich, dass das amerikanische Rohmaterial meine dreistesten Erwartungen betreffs Qualität übertraf. Mehl und Butter sind hochfein, und Fleischmann's Hefe, die ich schon am Nordkap und in Westindien versucht hatte, ist über alles Lob erhaben; Tropen. Technische Einrichtungen in den Bäckereien Amerikas die Kraft der Hefe ist dieselbe, ob im Eismeer oder in den Tropen, sowie der Ofenbau, stehen auf der Höhe der Zeit.

Zusatz von Maismehl zum Brot in Oesterreich

Mit Wirkung vom 6. März wurde in Oesterreich die Beimengung von 20 Prozent Maismehl bei der gewerbmässigen Brotherstellung verordnet. Wo bereits die Verwendung von Kartoffelmehl oder Kartoffelbrei vorgeschrieben ist, vermindert sich die beizumengende Maismenge entsprechend. Der Mais muss in etlichen Bezirken bis 60 Prozent, in anderen Bezirken bis 70 Prozent ausgemahlen werden. Im Vorjahr wurde er bis 82 Prozent ausgemahlen. — Deutsche Bäcker- u. Konditor-Fachzeitung.

Vereins-Berichte

Vereinigte Baeckermelster von New York

Die Monatsversammlung des obigen Vereins, welche am Mittwoch, den 12. April, in der Männerchor-Halle unter dem Vorsitz des Herrn Max Strasser abgehalten wurde, erfreute sich eines sehr guten Besuches. Herr L. C. Klitteng, der dänische Sachverständige in der Backwarenbranche und Weltreisende, hielt einen höchst interessanten Vortrag über die Bäckerei- und Konditoreiverhältnisse in verschiedenen Ländern Europas.

Das Bazar-Komitee erstattete einen Bericht, wonach der Netto-Betrag der Wiener Bäckerei in dem kürzlich abgehaltenen Wohltätigkeits-Bazar, der im Madison Square Garden stattfand, sich auf \$8,098.05 belief.

Bronx Baeckermelster-Vereinigung, New York

In Ebling's Casino fand am Mittwoch, den 19. April, eine Massenversammlung der obigen Vereinigung statt, woselbst Schritte gegen den Gesetzentwurf, die Abschaffung aller Fabrikbetriebe in Tenementhäusern besprochen wurden. Jede Klein-Bäckerei fällt nämlich unter die Klassenbezeichnung „Fabrikbetrieb“, nach einem bereits bestehenden Gesetze.

Brooklyn German Bess Baecker Business Assn.

Bei der Generalversammlung und Beamtenwahl der oben genannten Association am 12. April wurde Henry Siegel als Oberhaupt des Vereins erkoren und dem bisherigen Präsidenten Max Graf für seine treuen Dienste der Dank des Vereins ausgesprochen. Wieder gewählt wurden Vize-Präsident Charles Anders, Protokoll-Sekretär Henry Archinal, Finanz-Sekretär H. Arras (zum 22. Male) und Schatzmeister F. Seybold.

Geschäftsverband der Baeckermelster Brooklyn

Unter dem Vorsitz des Präsidenten Karl Essling fand eine Sitzung des Geschäftsverbandes der Bäckermelster am 4. April in der Arion-Halle, Brooklyn, statt. Grosses Interesse fanden die Mitteilungen von Herrn Albin E. Plarre über die letztthin stattgehabten Verhandlungen in Albany betreffs der sogenannten „Walker-Coffey-Bill“, der etwa 500 Bäckermelster aus allen Teilen des Staates, viele Chemiker und Aerzte beiwohnten. Der Gesetzesvorschlag, welcher auf die Initiative des Staatsverbandes der Bäckermelster zurückzuführen ist, schreibt bekanntlich vor, dass in Fällen, wo beim Brotbacken ausser den vorgeschriebenen Substanzen auch andere, vom Gesetz nicht verbotene Bestandteile verwandt werden, diese Extrazugaben auf dem Brote vermerkt werden sollen. (Dise Vorlage wurde inzwischen vom Staatssenat abgelehnt.)

Herr John Jacob Schmidt, der Lehrer der Bäcker-Fachschule von Murray Hill, richtete an die Brooklynser das Ersuchen, in ihrem Bestreben, eine derartige Fachschule in Brooklyn zu begründen, fortzufahren.

Zur Beherzigung

Unter dem Titel „Ein neues Kriegsgebot“ wurde in den Zeugenkammern, den Gängen und Treppenhäusern der pfälzischen Gerichtsgebäude folgende Mahnung aufgehängt: 1. Hüte dich vor Prozessen, du kennst vielleicht den Anfang, aber nicht das Ende. 2. Geh' nicht um jede Kleinigkeit zum Gericht, du sparst viel Zeit, Geld und Verdruss. 3. Hast du einen rechtlichen Streit, so prüfe, ob nicht auch beim Gegner ein gut Teil

Recht ist. 4. Versuche vor einem Prozess zuerst eine gütliche Schlichtung und lass auch den Gegner zu Wort kommen, dann klärt sich vieles auf. 5. Unternimm nichts, was deinem Gegner nur schaden kann, dir aber nichts nützt. 6. Sage deinem Gegner nie, er hätte gelogen. 7. Sage deinem Gegner nie, er hätte betrogen. 8. Höre auf den Richter, wenn er zum Vergleich rät, er meint es gut mit dir. 9. Mache deine Verträge stets schriftlich und lese erst genau durch, was du unterschreibst, dann vermeidest du Unklarheit und hast Beweise. Nur was du beweisen kannst, gilt vor Gericht. 10. Treibe den Gegner nicht zum Äussersten, du weisst nicht, ob du nicht einmal seiner bedarfst. — Deutsche Bäcker- und Konditor-Fachzeitung.

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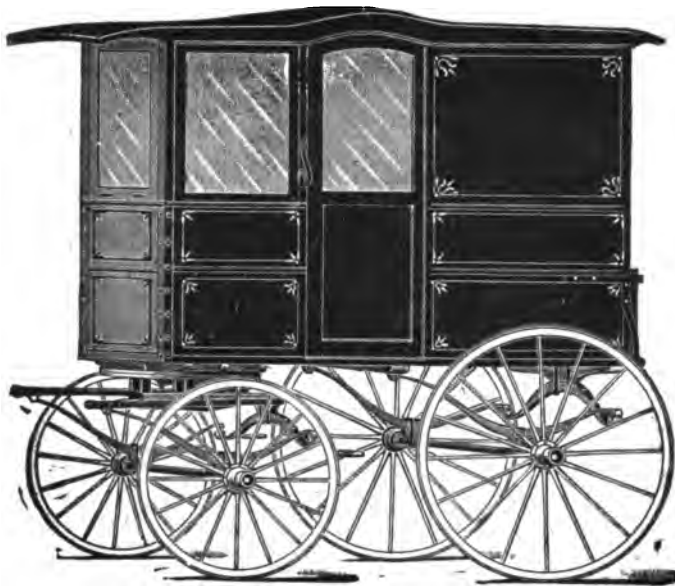
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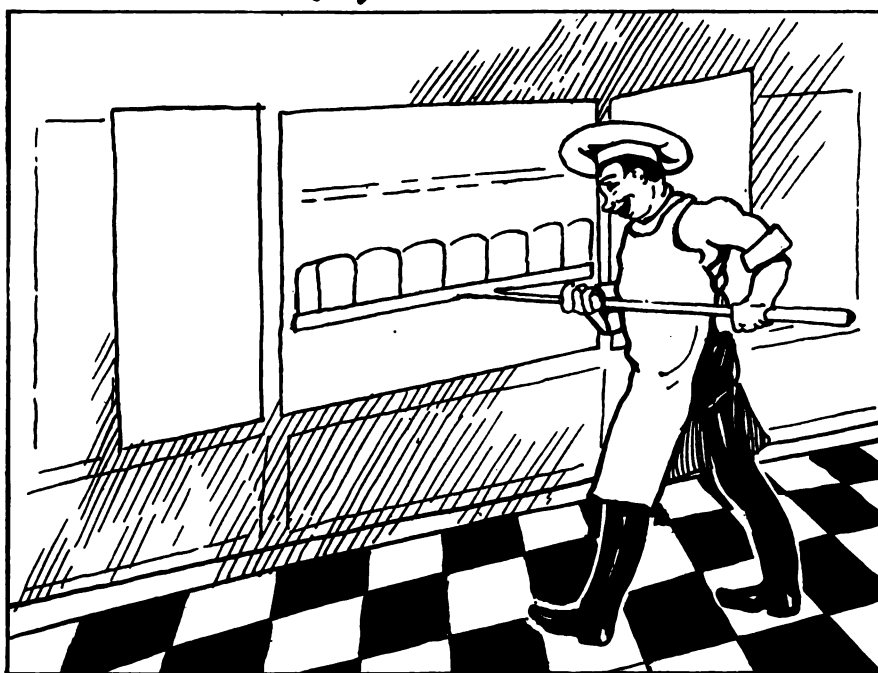
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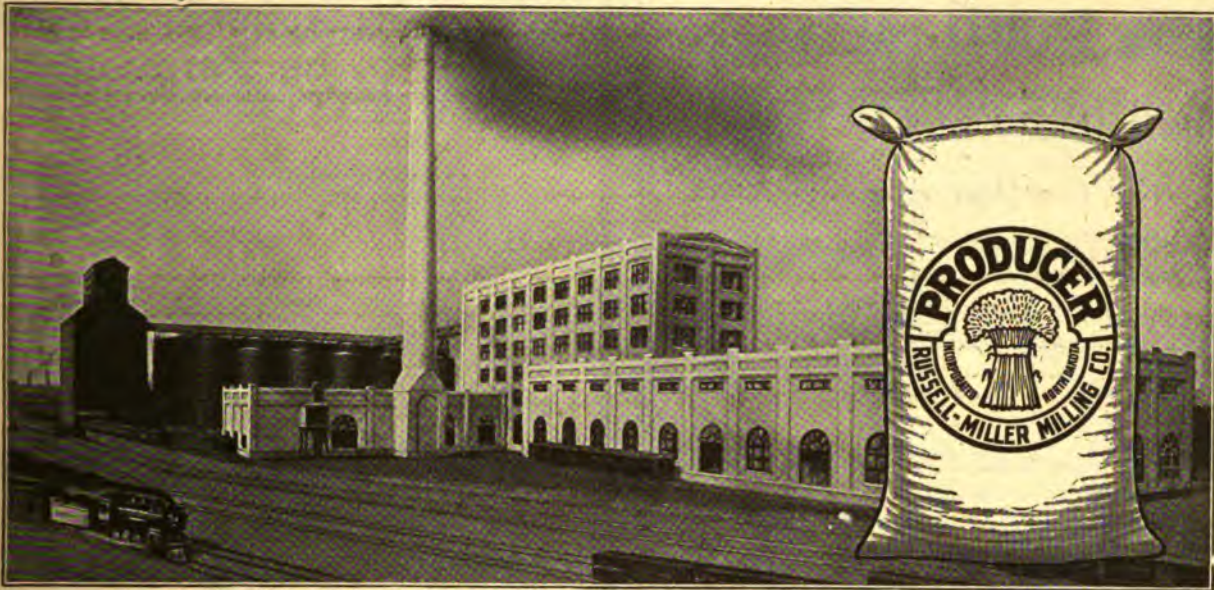
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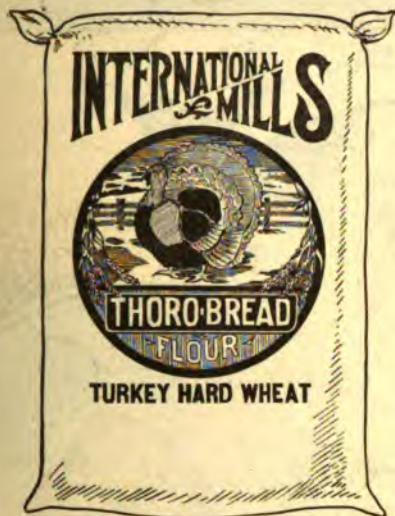
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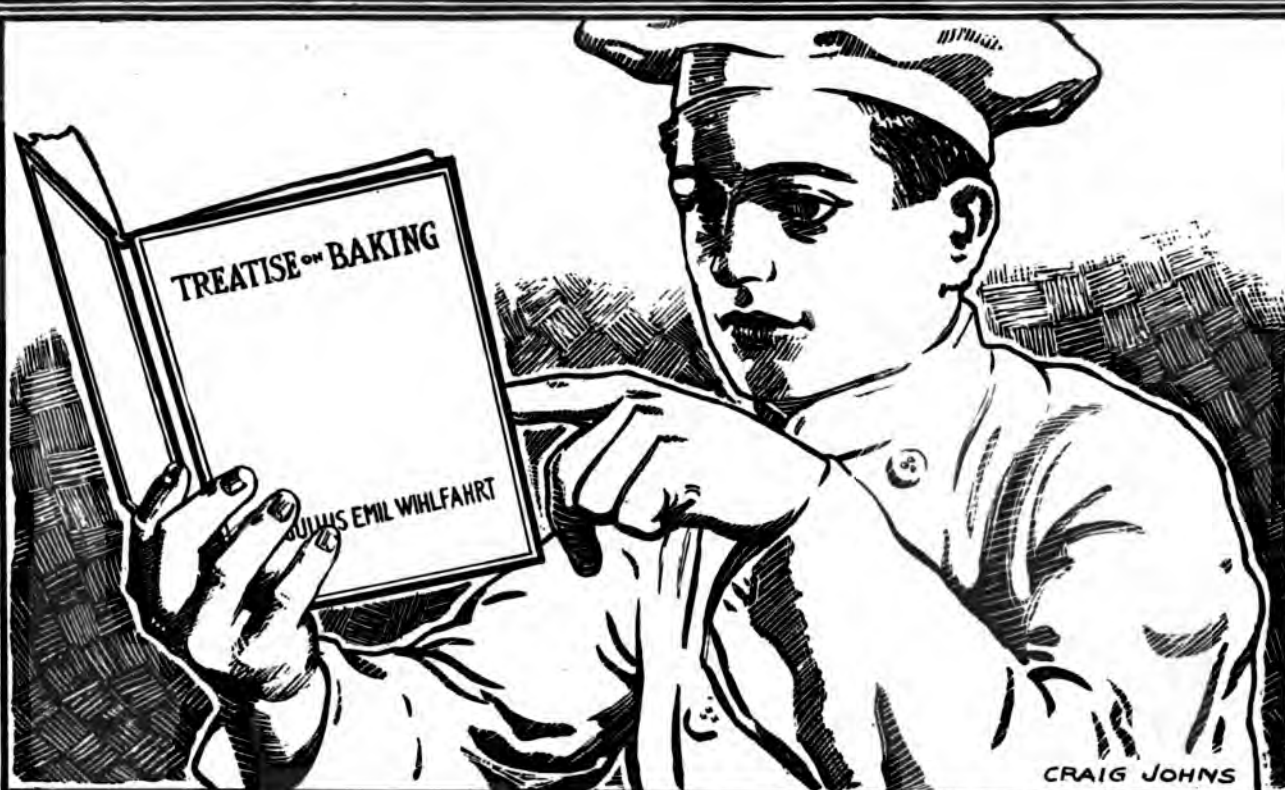
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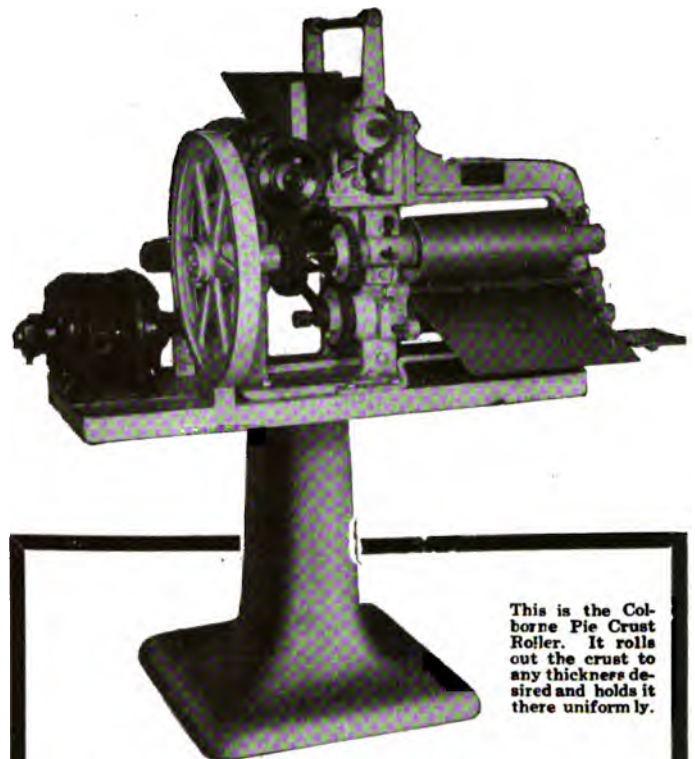
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The Facts About Arkady

told in a truthful, fair-minded editorial by Edward A. Rumely, Editor of the New York Evening Mail, in its issue of March 30, 1916:

MR. RUMELY'S LETTER TO MR. WARD

March 30, 1916.

My Dear Mr. Ward: I send you herewith an editorial from today's "Mail." This comes from my heart. Your work has appealed to me and I have heard a great deal regarding it.

Yours very truly,

MR. GEORGE S. WARD,
President, Ward Baking Company, N. Y. City.

EDWARD A. RUMELY,
Managing Vice-President, New York Evening Mail.

The Editorial Abuse of Legislative Power

It is unfortunate that through malice or ignorance discoveries or developments that tend to benefit humanity often are opposed if not attacked. When Elias Howe introduced the sewing machine the cry went forth that it meant ruin to women who earned a livelihood with their needles. Hargreaves, who invented the spinning jenny, was assailed by mobs and driven from his home. Arkwright, who invented the spinning frame, not only was threatened by the blindly stupid, but the cloth makers, who were to benefit most through his genius, did their utmost to destroy him. Without the sewing machine and the cotton spindle this world would be in a sad fix for clothes today.

We are prone to think we have grown beyond the narrow vision of an age slow to see the worth of things that mark human progress, but sometimes it seems we are mistaken.

Bread is termed the staff of life. Anything that tends to improve it or lessen its cost is of vast importance to the human race. Within the last few years the largest bread making concern in America made a most important discovery. It has plants in Manhattan, in Brooklyn, in Boston, in Cleveland, in Chicago and elsewhere. It employed every improvement known in the art of bread making to bring its product up to the highest standard. Its reputation was nation-wide. It thought it had attained perfection.

Occasionally it got complaints from patrons who lived in New York and moved to Chicago that the bread they got in Chicago was not like that in New York. Persons who had been patrons in Cleveland said their bread in Pittsburgh was different. The bread-makers determined to investigate. They took wheat that was grown in one field and made into flour in one mill and had it made into bread by exactly the same formula in each of their many plants. Much to their surprise, they found it did not make the same bread. In everything there was uniformity as to ingredients, except in one respect. That was in the water mixed with the flour to make the dough.

The factory staffs of the great bread company were unable to solve the mystery of why the breads differed, so the company submitted the problem to Robert Kennedy Duncan, head of the Mellon Institute of Industrial Research of the University of Pittsburgh.

Science reveals things that puzzled man for centuries. The world has marveled at the richness of the Gobelin tapestries and wondered why some other looms have not produced their equal, but now we know that to the peculiar properties in the waters of the narrow stream called the Bievre more than to the genius of Jehan Gobelin must be credited the glorious dyes of Gobelin.

So, too, we know that to the waters of the Trent more than to the brewers are due the excellence of the Burton ale, and on the waters of Isar more than on the brewers of Munich rests the fame of Munchen beers.

The scientists of the Mellon Institute found that the diversity in the result of the bread made in the various plants of the company was owing to the difference in the mineral content of the water used. Such water as was rich in calcium sulphate produced the best quality of bread.

They studied wheat as only scientists can study. The studied yeast. They studied baking in all its stages. They analyzed and they experimented week after week and month after month. They left nothing undone. They worked until they found what was exactly right, and having found it they reported.

Yeast is a plant and feeds upon the simpler compounds in nature. Calcium sulphate is a yeast food. The scientists prepared a formula of such mineral yeast foods as would bring perfection in results.

It is from the mineral content in our food that we make bone and teeth just as from other forms of food we make blood and tissue. The body is in a constant state of disintegration and replenishing.

The use of calcium sulphate in the right quantity makes it necessary to have only half the yeast to leaven bread that would be required if yeast food were not present. Where yeast food is lacking and a larger amount of yeast is used, carbonic acid is produced before the gluten is conditioned and ready to be expanded. That means loss of nutriment.

In ordinary breadmaking the waste of the starch and sugar that is in flour is estimated at 5 per cent. of all the materials used. The yeast food process discovered by the Mellon Institute scientists reduces this waste to 3 per cent. or less. It means therefore that much additional food in the loaf.

The American wheat crop is approximately 1,000,000,000 bushels. To add 2 per cent. to its food value is a tremendous economy—an economy that benefits every man, woman and child of the nation.

Hereafter there will be no difference in the bread the great bread company makes in Chicago, Cleveland, Boston, New York and elsewhere in its many plants. Science has shown the way to make the perfect loaf, to correct the variations that otherwise we could not understand. In honor of Prof. Duncan his name has been given the process he discovered. It has been patented and will be known as the Arkady—his initials being R. K. D.

Through ignorance or malice the discovery of Prof. Duncan is being fought, just as were other great discoveries. In this State opposition has taken a most outrageous form. A bill introduced into the legislature by Senator Walker—

"to amend the public health law, in relation to the manufacture of bread," prescribes that—

"Bread manufactured to be sold by the loaf shall be made from one or more of the following substances: Wheat flour, rye, corn flour, lard, vegetable oils, butter, sugar, malt extract, corn syrup, salt, yeast, water, milk, corn sugar, cereal flakes and any other substance commonly sold at retail as food"

Then it goes on to say:

"Bread in the manufacture of which materials other than those specified . . . are added shall have affixed thereto a label upon which shall be distinctly and conspicuously printed in straight parallel lines of plain, uncondensed, legible type in Gothic letters not less than one-fourth of an inch high, in the English language, well spaced on a plain ground, a statement indicating the presence of such other materials. . . ."

Dr. H. W. Wiley, the world's leading pure food expert, says this bill is "utterly vicious." Other official pure food experts to whom the bill has been referred agree with Dr. Wiley.

It is understandable that makers of yeast should not be pleased with the discovery of Prof. Duncan. His process, while of inestimable value to the public, will reduce the sales of yeast.

It is understandable that the hundreds of small bakers who make bread according to their varying and individual ideas and without regard to scientific research, and in some instances without so much respect for hygiene as is desirable, should be antagonistic. A larger and a better loaf by a great company means less patronage for them.

But it is shocking that the legislature of the State of New York should lend itself to a scheme, engineered by business rivals to injure or destroy a company that has done a great and worthy service for all the people.

To force this company to put such a label on its product as Senator Walker's bill specified is nothing short of an attempt to brand the product as impure.

The legislators who seek to do this are as lawless and violent as the members of the mobs that destroyed the spinning jenny of Hargreaves and who drove Arkwright out of Lancashire.

They are making themselves the tools of men who would practice a sort of commercial lynch law.

If they have sense of decency and justice they will kill the Walker bill.

They are not competent to pass on the merits of the Arkady process.

They may and they should submit the subject to men competent to decide. Such a body should be composed of scientists—men who have given years of study to the matter of pure food.

A great discovery that benefits not only New York but the whole country and soon will affect all the world is not to be halted or suppressed.

The Ward Baking Company offers the Arkady Process to all engaged in the baking industry who wish to make better bread. We will be pleased to answer all letters of inquiry and to arrange for the use of the Arkady Process with any baker who is interested.

GEORGE S. WARD,

President, Ward Baking Company.

Adv.

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Put up in two and four pound boxes. Cost 50c. a pound
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During May, June, July and August a special summer course will be offered particularly suitable for those who have never had any technical training and who can afford the time during the summer.

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BAKERS SUPPLIED promptly for all sections by John A. Schoencher's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

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BAKERY FOR SALE.—Twin Cities. Have patent oven, machinery, three wagons. Doing good business. Want to get in other business. Address F. Y., care of BAKERS REVIEW, 1642 Woolworth Bldg., New York City. N5

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- 1 4-speed Peerless Cake Mixer,
- 1 Sturma Egg Beater,
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- 1 No. 3 Middleby Oven
- 1 Union Wrapping Machine, 110 volts,
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"IT SERVES YOU RIGHT"



Conducted for the Benefit of Its Patrons and Prospective Patrons by the

Schulze Baking Company

General Offices: 76 WEST MONROE STREET, CHICAGO

Attention—Bakers of Schulze Brands

We have prepared for your benefit and carry an immense stock of *Advertising Material*—complete in every detail—for bakers of the following brands of bread:

BUTTER-NUT
PAN-DANDY
LUXURY

BUTTER-KRUST
BIG-DANDY 10c.
PRINCE HENRY RYE

LUXURY 10c. CAKE

The Advertising consists of Bill Board Posters—Indoor and Outdoor Signs—Store and Window Display—Newspaper Campaigns—Novelties for Clerks and Proprietors—Material for House Distribution—Bread Enclosures—Novelties to Attract and Influence the Children.

Don't Spend a Dollar | We Save You Money

For Any Advertising Until You
Consult With Us

Through Our Tremendous
Purchasing Power

The SCHULZE ADVERTISING SERVICE

IS YOUR SERVICE—IT STANDS FOR YOU—IS CONDUCTED FOR YOU,
NOT OCCASIONALLY BUT CONSISTENTLY AND ALL THE TIME
—ALWAYS ON TAP. SEND FOR SAMPLES AND PRICES.

WOULD YOU LIKE TO BAKE THE SCHULZE BRANDS IN YOUR TOWN?
EASY MONEY FOR THE BAKER WHO DOES

CONVENTIONS—During This Month Five of the Largest Gatherings of Bakers will be held by the Tri-State—Trans-Mississippi—Pennsylvania—California and the New York State Associations—Be Present at One of These Meetings and Take Part in the Deliberations So Essential to the Successful Baker. See Regular Departments for Other Important Features.

BAKERS REVIEW

ISSUED MONTHLY BY THE WM. R. GREGORY CO., NEW YORK, N. Y., CHAS. B. THOMPSON, PRESIDENT AND GENERAL MANAGER

All the News for all the Trade.

Volume 33, No. 3
Established 1898
10 cts. a copy

JUNE, 1916

Subscription \$1.00
Canadian \$1.50
Foreign \$2.00

LINCOLN MOTORS

SIMPLICITY

Any baker can understand and operate the Lincoln Motor.

Here are all the working parts:

The Stator or frame containing the windings.

The Rotor mounted on a steel shaft and arranged to revolve inside the stator.

Two End Brackets with bearings for the rotor shaft.

There is no possible danger of electrical injury or shock.

There are no moving parts except the rotor. There is nothing to wear out save



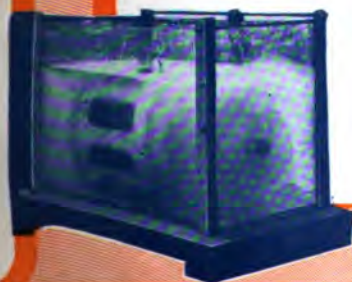
End Bracket — Pulley — Stator — Rotor — End Bracket

the bearings and these are easily and cheaply renewed.

Lincoln Motors need no attention, just an occasional filling of the oil wells. Dust, water or oil cannot injure them.

Tell the manufacturers of your machines to equip them with Lincoln Motors!

A standard Lincoln Motor has been operated under water for nearly 3 years without damage to windings.



"Link Up with Lincoln"

The Lincoln Electric Co.

Buffalo
Detroit
Chicago

Cleveland, Ohio
Toronto, Canada

Philadelphia
Columbus
Pittsburgh

Agencies in other principal cities.

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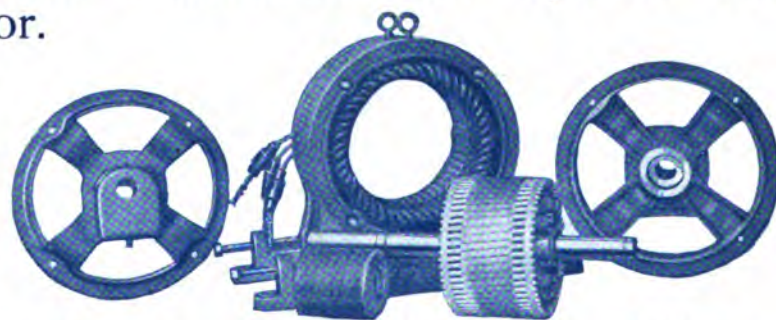
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"Link Up with Lincoln"

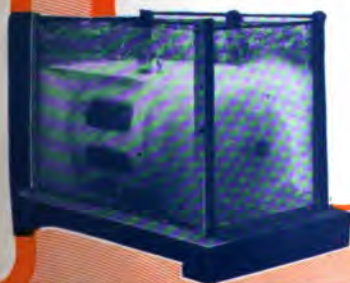
The Lincoln Electric Co.

Buffalo
Detroit
Chicago

Cleveland, Ohio
Toronto, Canada

Philadelphia
Columbus
Pittsburgh

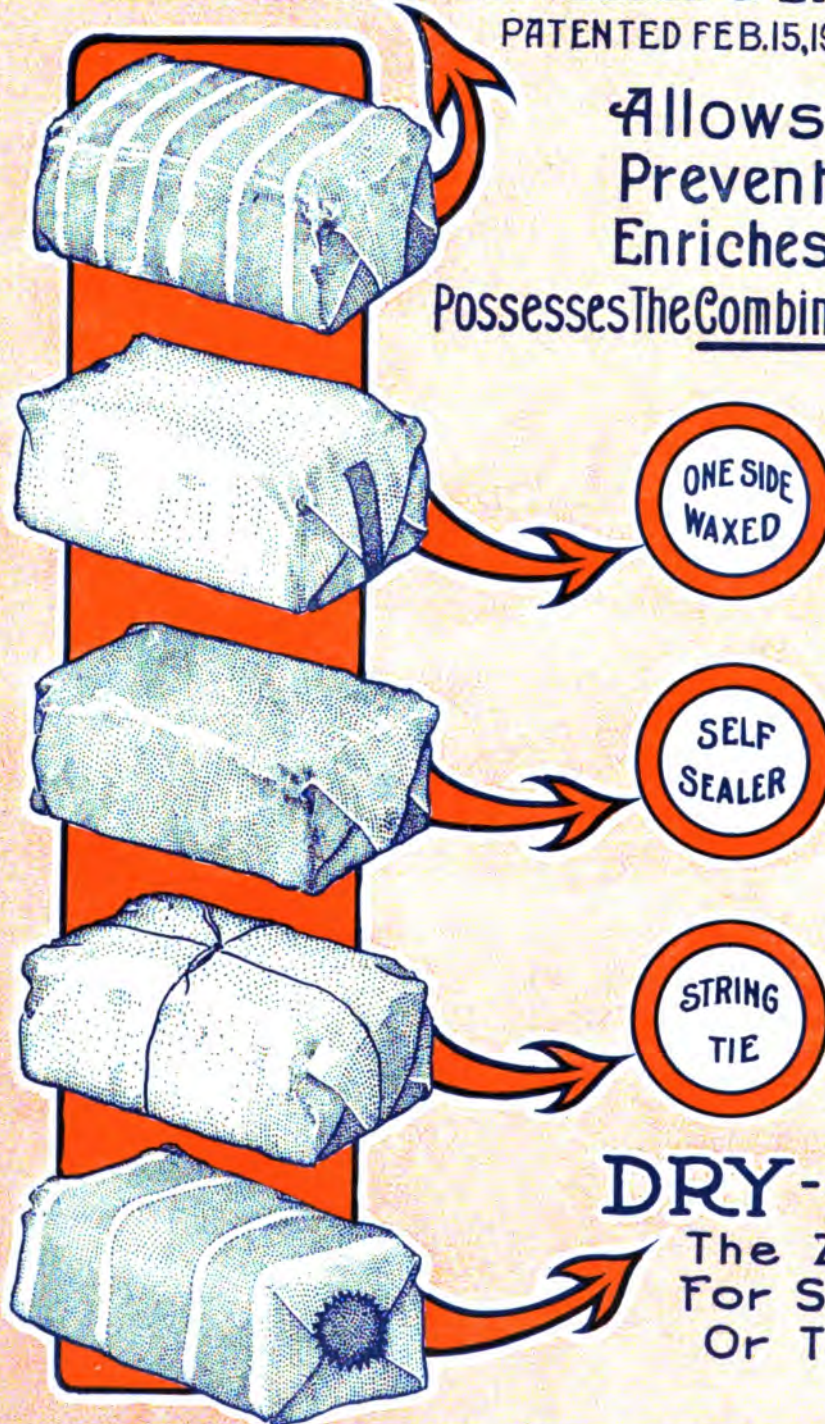
Agencies in other principal cities.



ZEBRA THE PERFECT BREAD-WRAP

PATENTED FEB. 15, 1916. NO. 1171461

Allows Ventilation
Prevents Mould
Enriches Appearance
Possesses The Combined Merits of All Styles



DRY-STRIP

The Zebra
For Stickers
Or Tape.

THE WATERPROOF PAPER & BOARD CO.

WAXED PAPER MANUFACTURERS.

427-439 E. 6TH ST. CINCINNATI, OHIO.

Send us "Free" Zebra Wrappers for testing
FIRM CITY STATE 2

BAKERS REVIEW

Issued Monthly by Wm. R. Gregory Co.

1642 Woolworth Building, New York, N. Y.

Chas. B. Thompson, President and General Manager

TELEPHONE, NEW YORK OFFICE, BARCLAY 7448

WESTERN OFFICE, A. S. PURVES, MARQUETTE BUILDING, CHICAGO, ILL.
PHONE Central 3793

Volume 33

JUNE, 1916

Number 3

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SUBSCRIPTION PRICE—United States and Possessions, Mexico and Cuba \$1.00 a year. Canada \$1.50 a year. Foreign Countries in Postal Union \$2.00.

CAUTION—Do not pay solicitors, unless they present *written authority*, with date, from the publishers to collect money.

NOTICE TO ADVERTISERS—To insure insertion, all copy, cuts, etc., for changes of regular advertisements in **BAKERS REVIEW** should reach us NOT LATER than the 15th OF THE MONTH preceding date of publication. The first advertising forms close promptly on this date.

NEW or ADDITIONAL advertising not to occupy fixed position, can be inserted in a special form up to the 20th.

Members of the New York Trade Press Association

Member Audit Bureau of Circulation

Entered at the New York Post Office as Second-class Mail Matter. Copyright 1916 by Wm. R. Gregory Co., New York, all rights reserved.

A Studebaker cuts the Cost

—it covers much LONGER routes

Dobbin and his stablemates are lucky if they make over 18 to 20 miles a day. This Studebaker Delivery car at \$875, according to retailers who are using it, averages 50 to 80 miles a day.

This simply means that it covers longer routes and cuts down the cost of every delivery that you make—not to mention the business-getting side of it—the fact that on those longer routes a Studebaker can go into the outlying districts, give better suburban delivery service and bring patrons of less progressive merchants to **YOUR** store.

This Studebaker Delivery Car is not a touring car design adapted for delivery purposes—but a **DELIVERY** car built especially for **DELIVERY** uses.

It has the power of any ton or two ton truck—yet remarkable **ECONOMY** of fuel and oils. It is the simplest car on the market—easiest to drive.

It costs little at the start—and is surprisingly low in maintenance expense. And from the day you start it off on your delivery routes, it not only gives **BETTER** service but cuts down the cost of every delivery.

See the Studebaker dealer or write us and let us tell you **HOW MUCH** it will save **YOU**.

STUDEBAKER

Detroit, Mich.

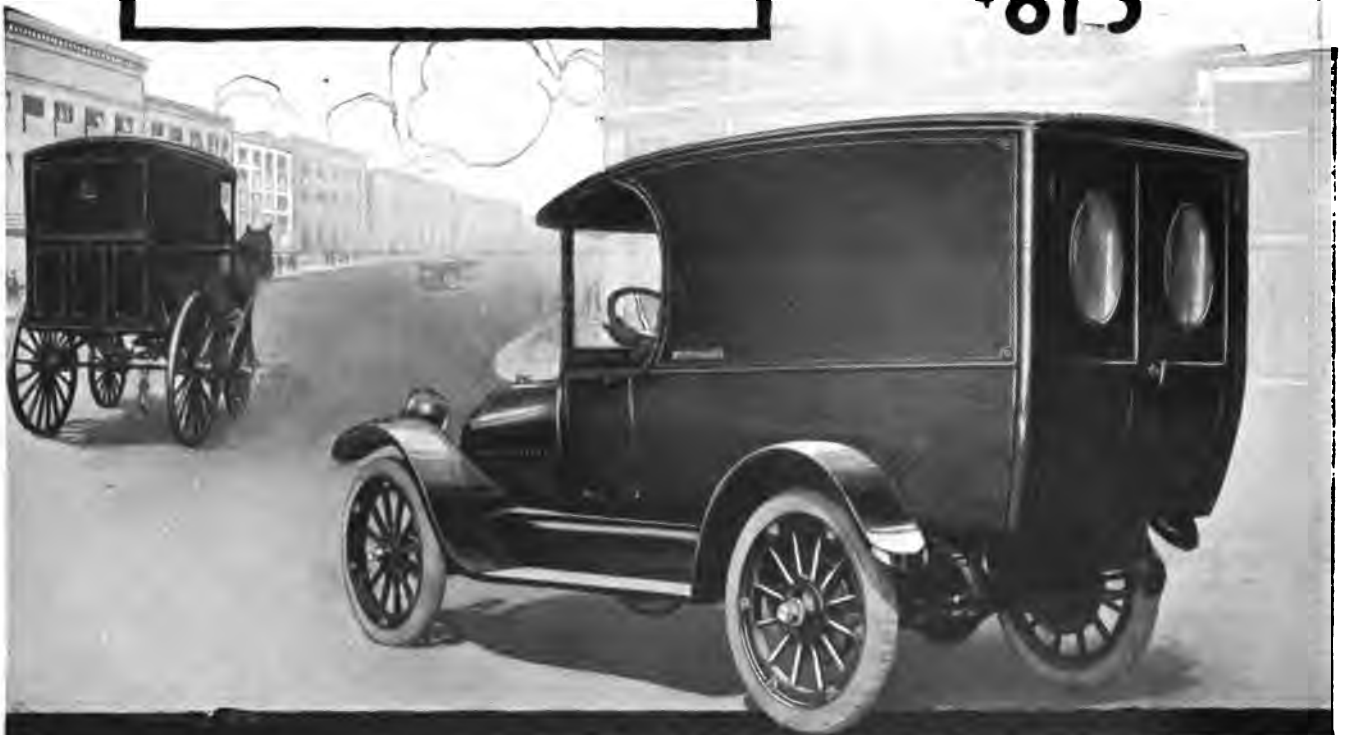
South Bend, Ind.

Walkerville, Ont.

Address all correspondence to Detroit



Delivery Car
\$875



Half-ton Open Express \$850 Half-ton Station Wagon \$875 One-ton Open Express \$1200 One-ton Stake Body \$1250 16-Passenger 'Bus \$1400
All Prices F. O. B. Detroit

"The Chap Who Inquires Gets to Know"



WE live in an age of investigation and interrogation, hence the success of the man who furnishes the truth and those who absorb it. And when you have no imagination and no initiative, you are lad—also lead—you don't radiate. It is this imagination, fancy, gift of visioning that spells success. The dreamers are the workers. "I could be bounded in a nut-shell were it not that I have had dreams," said Hamlet. A man who wants to know the whyness of the wherefore or the thusness of the this, is in the line of evolution—of advancement. When he begins to think his hide begins to crack, his muscles to expand—he becomes a white hope! And, gee! What a wallop "why" has! Try it on the next little sock-sure champion of canned philosophy you meet and watch him whine, wiggle, wilt and take the count.

There are three ways to attain knowledge: To ask, to be told, to find out for yourself.

The first depends upon your assimilation, the next upon the skill with which the incision is made, and the last upon your perspicacity and perspicuity.

And not one of these processes alone can give you knowledge. They must be used in combination. You must be a seeker, a learner, and a doer.

No man lives to himself alone—we are part of all we have met.

The man who asks gets to know. The man, who, when told takes notice, grows. The man who works, wins.

His imagination, investigation and interrogation give him inspiration—the inspiration born of usefulness.

He stands erect upon his feet, stretching forward to seize every opportunity for advancement.

Our prehistoric ancestors, before the formation of language, used to make known their wants by signs.

When they were happy they danced the Tango—when they were mad they raised Cain.

But with the growth of centuries, language of speech was evolved, and men began to hide their real feelings under a cloak of phrases and not a few to lie like some sophisticated lawyers.

Then came the printing press, the phonograph, the movies, osteopathy, and the player-piano.

All these things are the outcome of the eternal query "why?"—the result of imagination, interrogation, investigation and work.

They are educators.

And the Trade Paper is probably the most alive to the urgency of education, and the gratification of the mental needs of its readers, than any other press production.

It asks, absorbs, gives.

Thousands of Trade Paper subscribers are receiving mental uplift and renewing their courage by its means.

The Trade Paper is the leader, the reflector of the Trade world.

The Trade Paper is the Pathe Weekly of the subscriber.

It gives vivid character sketches of the passing great. It takes extensive tours over the fields of science, business and invention. It teaches by living, moving word-pictures the reasons for the failures and causes of success.

Show me the company a man keeps and I will tell you what he is. Show me a man who subscribes to and reads his Trade Paper faithfully and you show me a man who will "show ME,"—a man alive, alert, ambitious, successful.

He has learned to ask, to seek, and to find. The Trade Paper is his guide, his encyclopedia, his friend.

HE is the why of the Trade Paper, and the Trade Paper could not exist otherwise.

And the Trade Paper subscriber in turn provides the gist.

Go to school to the men who know how.

The why of the Trade Paper is co-operation, the greatest force in the world to-day.

It exemplifies unity of purpose, of endeavor, of achievement. The getting together and pulling together—the elimination of imperfections and the materializing of ideas and ideals. Thoroughly read your Trade Paper.

A FEW MOMENTS WITH OUR ADVERTISERS

Reasons for Vim Trucks Success

The officials of the Vim Motor Truck Company figured that 85 per cent. of all delivery problems could be cared for by delivery cars of one-half-ton capacity. "What is it merchants want in the way of a delivery unit, and how can their desire be answered?" was the question asked.

The retail baker's wants is to deliver a great number of light units in an effectual economical way, which can only be done with a light delivery wagon capable of standing the stress of commercial work, with its trying prerequisites.

It has been definitely proved that small, light vehicles are less costly to operate, especially in connection with the short hauls between stops, gasoline consumption is less, the cost of tires decreases with their size and repairs and parts run into less money. The starting and stopping costs more with the larger truck than the smaller and the smaller truck is easier to pilot through heavy traffic.

Concentration has become the slogan at the Vim works, concentration in buying, in planning, in producing, in distribution as well as in service.

One of the largest exclusive producers of motor trucks in the world is the proud distinction which the Vim Motor Truck Company now enjoys and it has been gained after a period of only slightly more than two years. There is only one Vim chassis, but there are several different body models suited for most any business. Of course, the bakers' delivery problem has been considered, and models for bakers have met with success. See the Vim advertisement on another page of this issue.

Central Waxed Paper Co., Chicago.—This concern is vacating its present quarters owing to the large increase in their business, and from June 1 they will

be located at 56th Ave. and Taylor street, where they have built a commodious factory which is modern in every respect. A number of new machines have been purchased which will enable the firm to take care of three times the amount of their present business. A new addition to the company is the appointment of R. C. Constantine as vice-president in charge of the sales department. This gentleman is well known to the baking trade throughout the country.

E. P. Kent & Son, Maroa, Ill.—An attractive display case in a bakery is a salesman of very much importance, especially if it is sanitary and can be moved to any part of the store. This concern makes portable sanitary display cases that occupy floor space of 20 x 30 inches and can display goods that ordinarily require 24½ feet of counter space. Prices and catalogue will be sent those making inquiry.

Armstrong Cork Co., Pittsburgh, Pa.—This concern has issued a new booklet on "Nonpareil High-Pressure Covering for Heated Surfaces." In this publication the subject of insulation for high-pressure and superheated-steam lines is handled in detail. The company has made tests by which they have been able to fix definitely the heat losses from various sizes of pipe, both covered and uncovered. These figures and others of interest are tabulated in the booklet, which will be sent upon request to anyone who may desire a copy.

Hughes Electric Heating Co., Chicago, Ill.—This concern has just secured contracts for the bake-oven equipment for the new Edgewater Beach Hotel in Chicago, also the Illinois Athletic Club. The Edgewater Beach Hotel is one of the fashionable family hotels on the North Side in Chicago, and they have adopted electricity for bread and pastry baking. The Illinois Athletic Club is remodeling their entire bakeshop. They will use two ovens, one for pastry, and the other for bread and rolls.

TRADE



MARK

Plymouth Milling Co.

Office and Mills

LE MARS, IOWA, U. S. A.

Chicago Office

LOUIS ARMSTRONG & CO.

611 Postal Telegraph Bldg.

EMERY & CO., Melrose, Mass.

Distributors for New England

WRITE for Free Sample and Instructions

IMPORTANT ANNOUNCEMENT ON PLYMCO

A CARLOAD user of PLYMCO in the east asked whether PLYMCO would **worry** the dough in **Summer** like some of the other processed cereals, by heating the doughs and ageing them more quickly.

WIRES WERE IMMEDIATELY SENT

to some of the representative BAKERS in the country, and answers were received by wire from all but one.

We quote several of these answers, the originals having been shown the editor of BAKERS REVIEW

1. PLYMCO is working fine. Use 3 pounds to a barrel of flour. Have no trouble at all, hot or cold weather. *From a Large Bakery in Chicago*
2. We use the same amount of PLYMCO in SUMMER as in WINTER, with satisfactory results. *From a Large Bakery in Milwaukee*
3. Used PLYMCO all last Summer. Had no difficulty.
4. PLYMCO works EQUALLY as well in SUMMER as in WINTER. Have never had rope in bread or any other trouble from the use of PLYMCO.
5. A superintendent of a large bakery in Philadelphia, states that PLYMCO KEEPS THE DOUGH more sweet and healthy than dough WITHOUT PLYMCO. Says Plymco also, **SPLendid FOR BOX CAKES.**

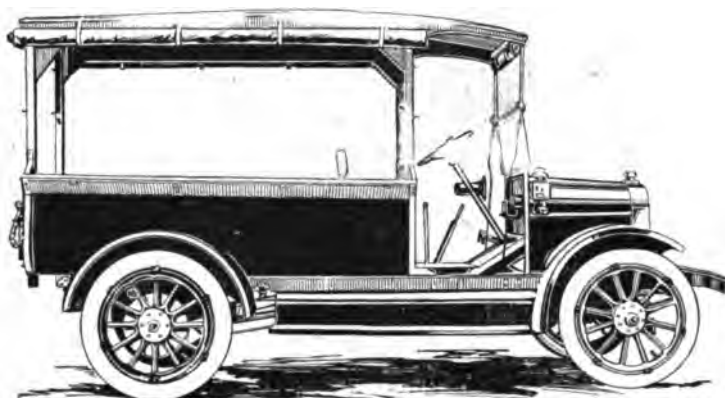
HALF-TON CAPACITY VIM DELIVERY CARS

14,000 users in every line of business throughout the United States endorse the VIM.

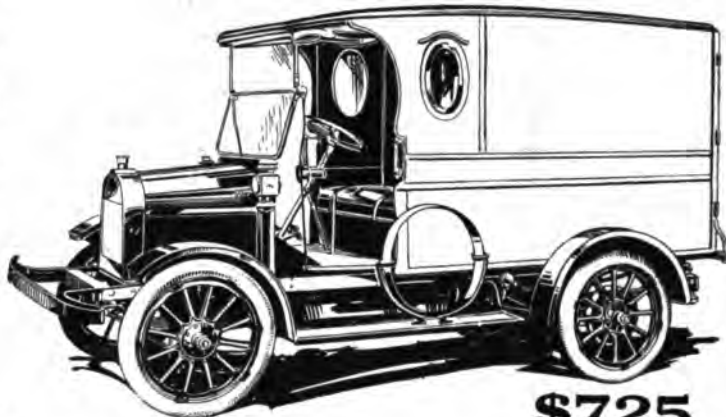
BECAUSE—

- 1.—The first cost is astonishingly low and the upkeep exceedingly small. Prices are \$695 and \$725.
- 2.—There are no extras to buy, it is fully equipped. Prices are \$695 and \$725.
- 3.—It has 106 cubic feet of carrying space.
- 4.—Its sturdiness is in excess of any test to which it is subjected.
- 5.—It gives 20 or more miles to every gallon of gasoline.
- 6.—It will improve the appearance and the service of your business.
- 7.—It is not a pleasure car with a wagon body; it is built from radiator to rear axle for continuous business service; its proven ability in that strenuous work has made us in two years the largest exclusive producers of delivery cars in the world, and we build only one chassis. In moderate sized production it would not be sold for less than \$1,200 and is not now equalled at that price. Inspect the VIM—then consult owners of VIMS. Prices are \$695 and \$725.
- 8.—Nine big, roomy body types meet every merchant's requirements. It is the car you must investigate.

See our dealer in your city—he will gladly arrange a practical demonstration, or write us for descriptive catalogue.



\$695 Complete, F. O. B. Phila.



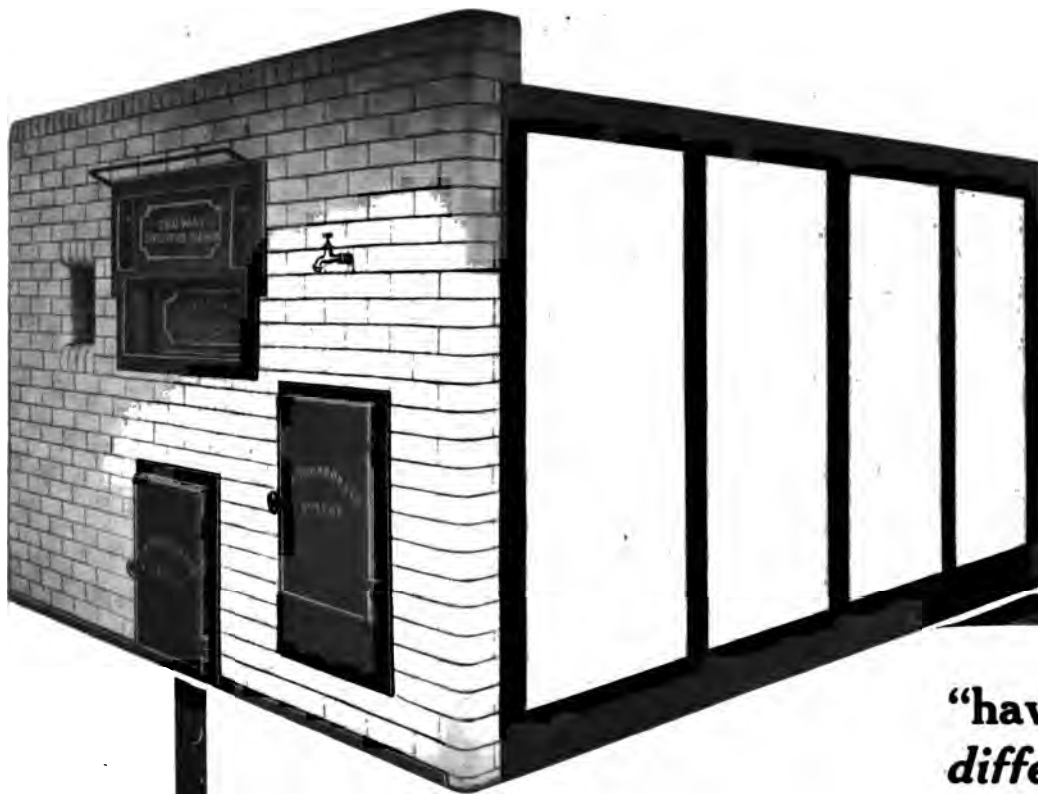
\$725
Complete,
F. O. B. Phila.

Vim Motor Truck Co.

Philadelphia, U. S. A.

NEW YORK CITY
56th St. and Broadway
CHICAGO
1233 Michigan Ave.
BOSTON
68 Brookline Ave.
KANSAS CITY
501 East 16th St.
SAN FRANCISCO
1600 Van Ness Ave.





Notice white
enamel steel sides
and
white enamel
brick front, with
coal bin underneath
to keep coal
from spreading
over floor

*"have used 15
different ovens
but was never entirely satisfied until you
installed an*

ORDWAY"

So writes a Maine baker who has been in the
baking business 50 years—worked in 8 different
states and in over 60 shops.

Experience has made this man a keen judge of
ovens.

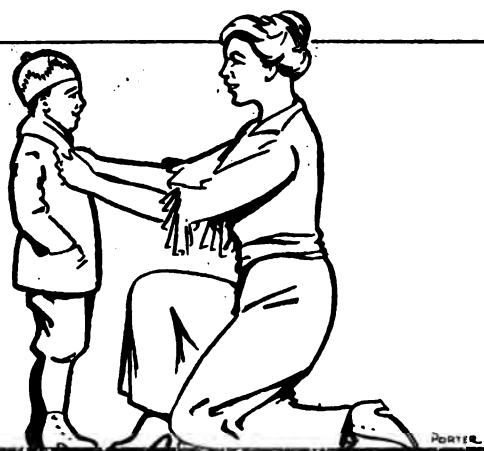
He is only one—we can tell you of others.

Write for Ordway Catalogue A

H. A. JOHNSON CO.

BOSTON

Digitized by Google



Wrapped Securely

from the elements is the child when sent out by its mother. She feels satisfied when he is bundled up. Why don't you send the child of your bakery—

Your Bread

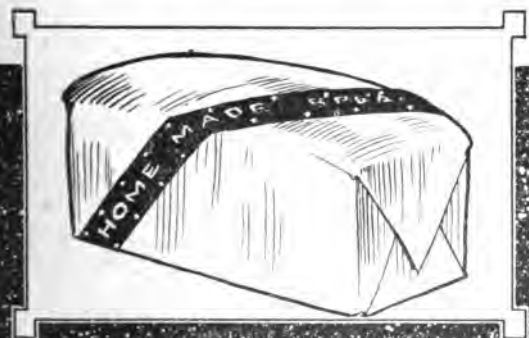
on its journey to the home wrapped securely in a clean, waxed, sanitary wrapper.

Newark Paraffine and Parchment Paper Company Wrappers protect your bread from impurities and retain its freshness and wholesomeness—and they also advertise your bread.

May we submit a wrapper designed especially for you?

Newark Paraffine and Parchment Paper Co.

Office: West St. Bldg., New York
Factory: Newark, N. J.



Why—

do *enterprising* and *successful* bakers use Union Sanitary Equipment?

Because—

this equipment facilitates handling the goods from oven to show case and is of the utmost importance in observing the *strict sanitary* measures that typify every well-kept shop.

You—

should use this equipment because your better business judgment demands it.

Complete Catalog Sent On Request

Union Sanitary Rack Mfg. Co.
ALBION, MICH.



No. 63. Pan Truck



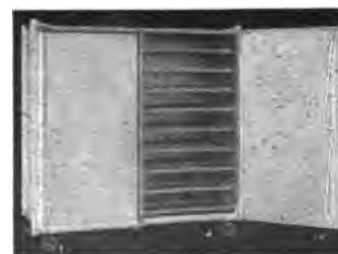
No. 24. Standard Union Sanitary Bread Rack



No. 48. Style "C" Pie Rack



No. 37. Doughnut Draining Cabinet



No. 41. Portable Proof Box

It's the way you display your goods — —

that decides the quantity and quality of your business. *Neat, attractive, clean and sanitary display cases draw customers*—especially the

Portable Sanitary Display Case

—it accommodates regular 18x25 inch pans just as they come from the shop. You can move this case anywhere: keep it clean conveniently; preserve the moisture and flavor of your goods and add 100 per cent. to the appearance of your store. We build this case in all woods to match any wood work and we are now making immediate shipments.

Write NOW for all details and prices

E. P. KENT & SON
MAROA, ILL.



Reid Portable Oven

is the lowest in price, most easily managed, greatest saver of fuel and the most satisfactory portable oven on the market. They save time and labor. They have a successful record of over twenty years and are warranted to give complete satisfaction.

For pamphlet and price list address

REID PORTABLE OVEN CO.
519 Main St. - Buffalo, N. Y.



Electric & Graphite Pyrometers

Absolutely correct and durable for indicating the exact heat in Bake Ovens. Suitable for any style of ovens. More accurate than a glass thermometer which breaks. These don't. Moderate in price, both kinds, and durable for years.

AUGUST ZAUBITZ, Sole Mfr. and Patentee
Established 1879 95-97 Cliff Street, NEW YORK

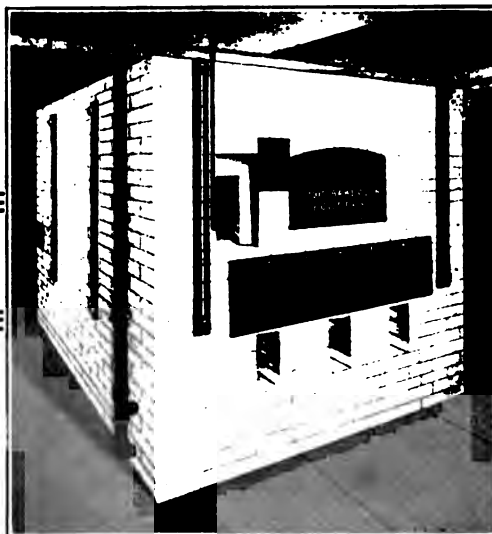
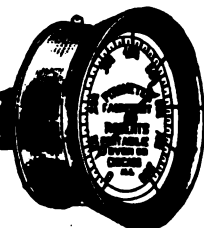
OVEN PYROMETERS

For Brick or Portable Bake Ovens

Accurate
Movement
Adjustable
Foliot

White Dials, Black Figures

ROBERTS PORTABLE OVEN CO.
2010 N. Major Ave., CHICAGO



Patent Applied For

Better Baking By the Better Method

Every successful baker realizes the advantages of gas over coal or coke with their dirt, soot and unsanitary factors.

We have applied the advantageous qualities of gas to the St. Louis Brick Baking Oven, offering an improvement over every other type of oven heretofore manufactured. The St. Louis may be heated with surprising rapidity holding its heat at the proper temperature for 5 or 6 hours after the gas has been turned off. It gives satisfactory results in *all lines of baking* being also adaptable to steam baking.

Other features such as a built-in thermometer, full view of baking while oven is in operation, unusual means of heat distribution and circulation, and low rate of fuel consumption are worth looking into.

A full description with prices will be mailed on receipt of your inquiry

ST. LOUIS GAS BRICK OVEN CO.

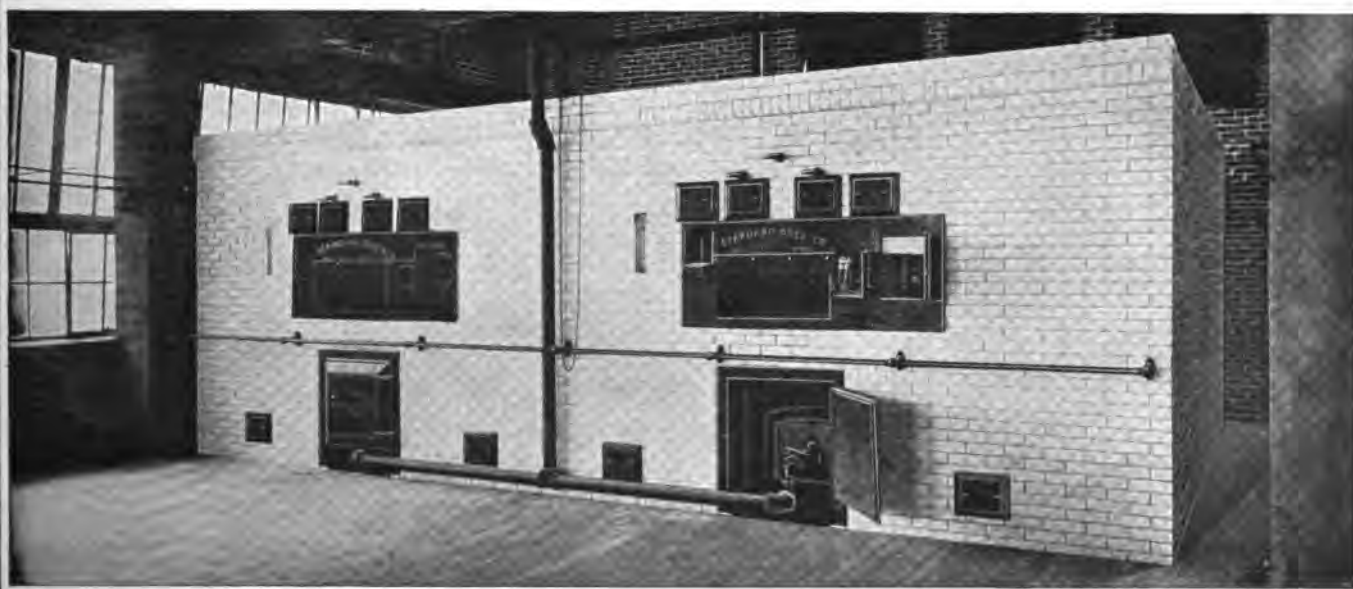
4920 Easton Avenue
St. Louis, Mo.

Ovens and Accessories

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THE OVEN OF RELIABILITY

USED BY BAKERS WHO INSIST UPON THE BEST



STANDARD OVEN CO.

Pittsburgh, Pa.



Four Werner & Pfeleiderer Ovens Insulated with Nonpareil Insulating Brick, Liberty Baking Company, Pittsburgh, Pa.

Approved by the Oven Builders

The builders who are striving continually to make their ovens more efficient, heartily recommend the use of Nonpareil Brick. Why? Because

Nonpareil Insulating Brick

For Bake Ovens

reduce the amount of heat lost from the walls, tops and bottoms, by 60%, or more. This lowers the fuel consumption, increases production, gives more uniform temperatures, and keeps cooler baking rooms.

It is results such as these that enabled the Werner & Pfeleiderer Company, Bake Oven Builders, Saginaw, Mich., to write:

"We have now used your (Nonpareil) insulating bricks for some time, and the very fact that we continue using same, ought to convince you that they fulfill all claims you make regarding them."

Due to their composition, Nonpareil Insulating Brick are ten times better non-conductors of heat than fire brick or common brick. Furthermore, they are easy to handle and install, are light in weight, $1\frac{1}{2}$ pounds each, yet will withstand crushing loads of more than ten tons per square foot. Nonpareil Brick are reasonable in price and, in most cases, the savings they affect will pay for their cost in a year or less.

Full information regarding Nonpareil Insulating Brick and a large sample will be cheerfully sent on request.

Why Not Write Today?

Armstrong Cork & Insulation Co.,

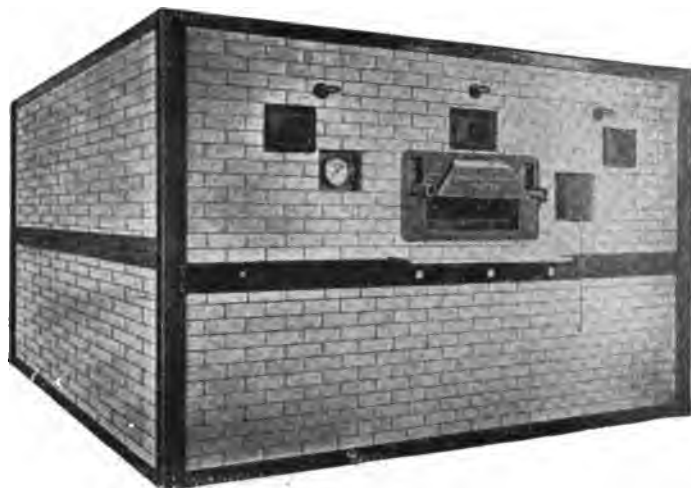
154 Twenty-fourth St.
PITTSBURGH, - PA.

Also Manufacturers of Nonpareil High Pressure Covering for Steam Lines and Nonpareil Corkboard for Dough Rooms

The Universal Patent Steam Oven

For bakers who want a heavy bread trade, no better oven can be made. It bakes in a dependable way at all times and turns out goods that will surely increase your business. If you are face to face with sharp competition the Universal will assist materially placing the odds in your favor.

Write Today for Catalog



The Middleby Inside Furnace Oven

For all-around baking this oven is about 100% efficient because it is made on the right principle for perfect heat control. Thick heavy walls hold the heat, save the fuel and keep your shop cool. In use everywhere.

Write Today for Catalog and Prices

Manufactured by

Middleby Oven Company

41-45 Park Row

New York



A battery of four DUHRKOP OVENS in the new plant of the Great Atlantic & Pacific Tea Co.

This installation is simply another testimonial of the efficiency of DUHRKOP OVENS. They are performing just as effectively and economically for the above company as other DUHRKOPS are in hundreds of large baking establishments throughout the country.

The DUHRKOP OVEN Business Was Founded in 1887

and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has been some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

THE DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

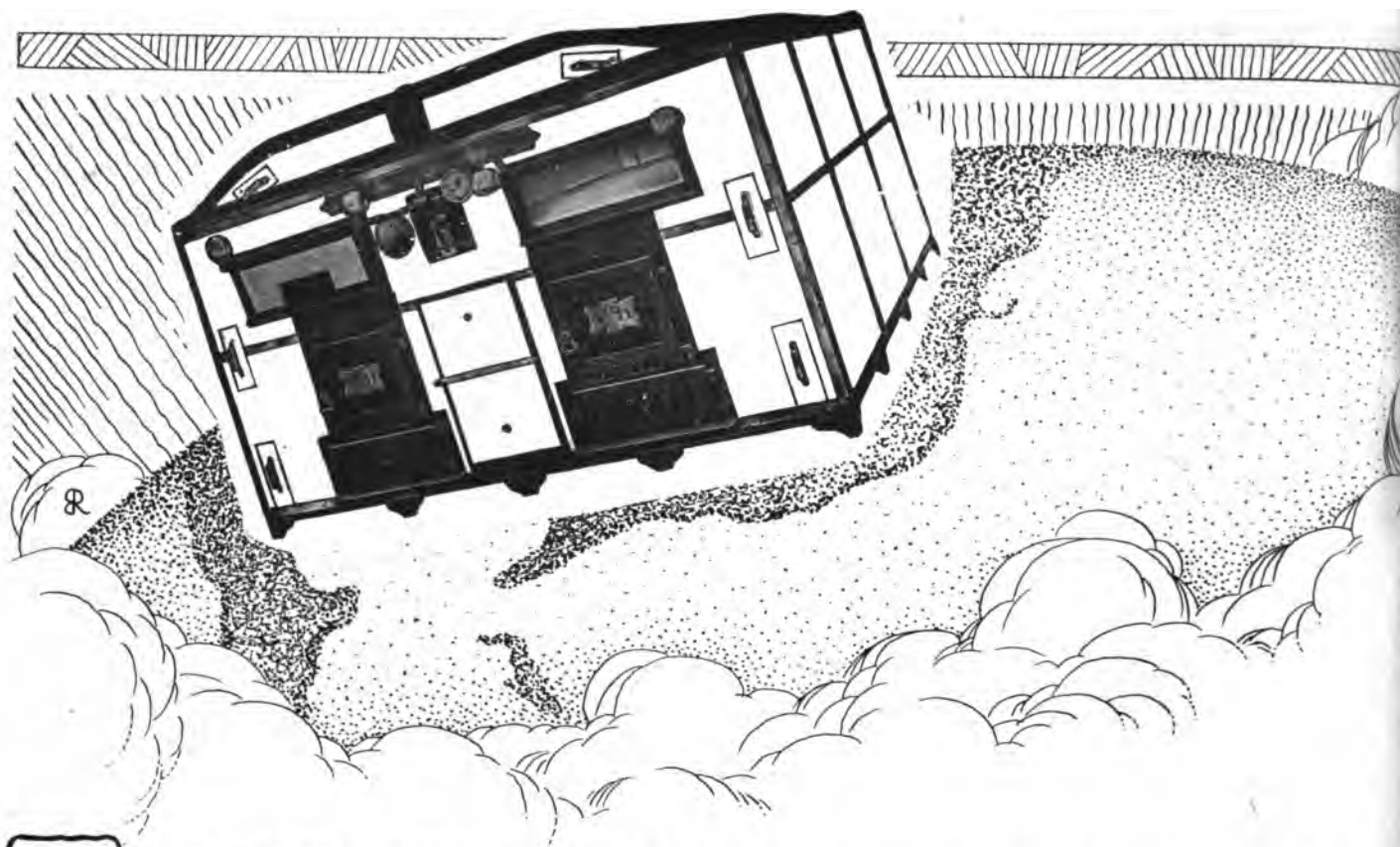
We have one price and one grade of oven, and that is the BEST.

Associate Member of the National Association of Master Bakers

DUHRKOP OVEN CO.,

2525 Park Row
Building

NEW YORK



IN OTHER HUBBARD OVEN features will be found factory GERMAN-AMERICAN is remarkably flexible possessing in *two hours' time*. You can work it "coming and going," while heating up—you can maintain a high temperature as it is cooling down. Another distinctive advantage—the GERMAN hours—FROM A STONE COLD OVEN at that.

Hubbard

are the sources from which good, substantial profits flow—they combine all the good features but without a dirty baking hearth or other disadvantages.

NO HOT SPOTS—and should any slight baking defects appear they may be corrected. HUBBARD Oven is accessible. PROGRESSIVE BAKERS—we are always of *real value to you*. Put your baking problems up to us—our suggestions are always based on

HUBBARD OVEN

PHILADELPHIA
43 WEST 7TH STREET

CHICAGO
1138 BELDEN AVENUE

26



Best Oven On the Map

—and it's the GERMAN-AMERICAN—an oven whose sectional construction permits of erection or moving without tearing out the side of a building.

YOUR BUSINESS IS GROWING—suppose that you are to move into new and larger quarters, if your oven is a GERMAN-AMERICAN or HUBBARD you can take it down and set it up again in a few hours' time and **WITHOUT LOSS OF A BAKING**. That one feature alone is a distinct advantage. It saves money, time, worry and makes you *independent of the landlord*.

economy and increased production of goods. For instance, the ability to bake the *full line of goods* from bread to cold-oven goods in other words, the GERMAN-AMERICAN OVEN may be used as required and also the GERMAN-AMERICAN may be used AMERICAN may be raised to bread baking temperature in four

Ovens

es you ever found in the old fashioned oven with those of the continuous brick oven,

ed in the shortest possible time because every part of the GERMAN-AMERICAN ready to *show you the better way to better baking* and have information that is of upon *actual conditions* and our opinions result from careful study.

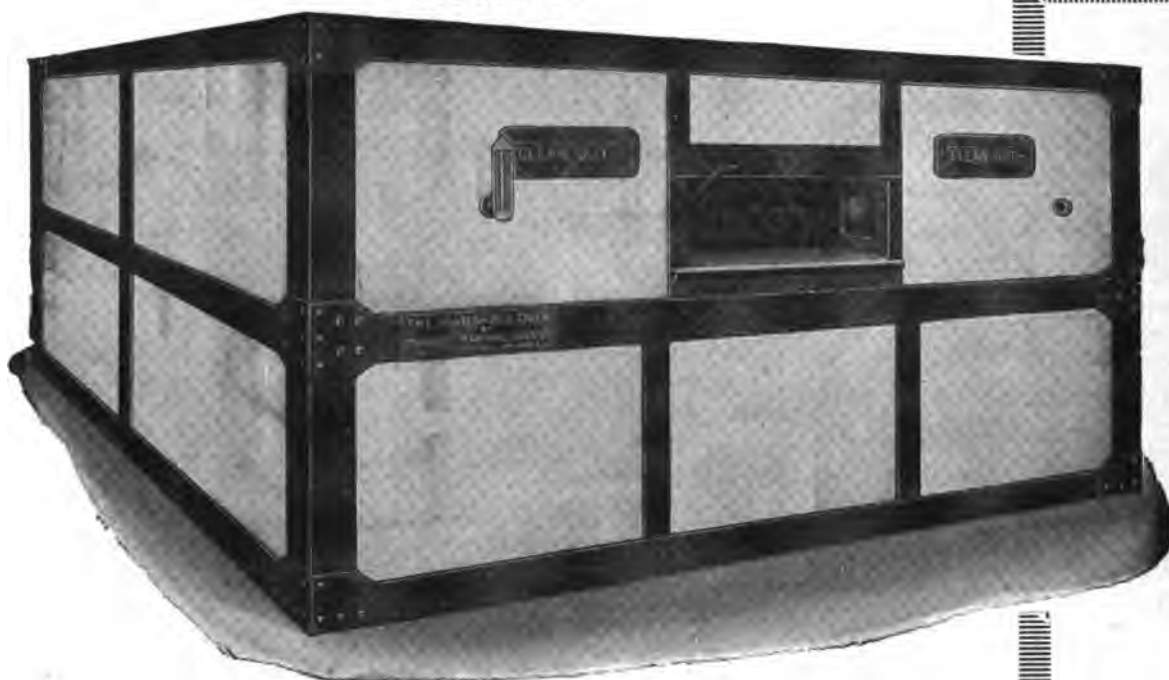
COMPANY

NEW YORK
116 WEST BROADWAY

KANSAS CITY
116 WEST 8TH STREET



Model "B"



Prosperity Waits For No Man!

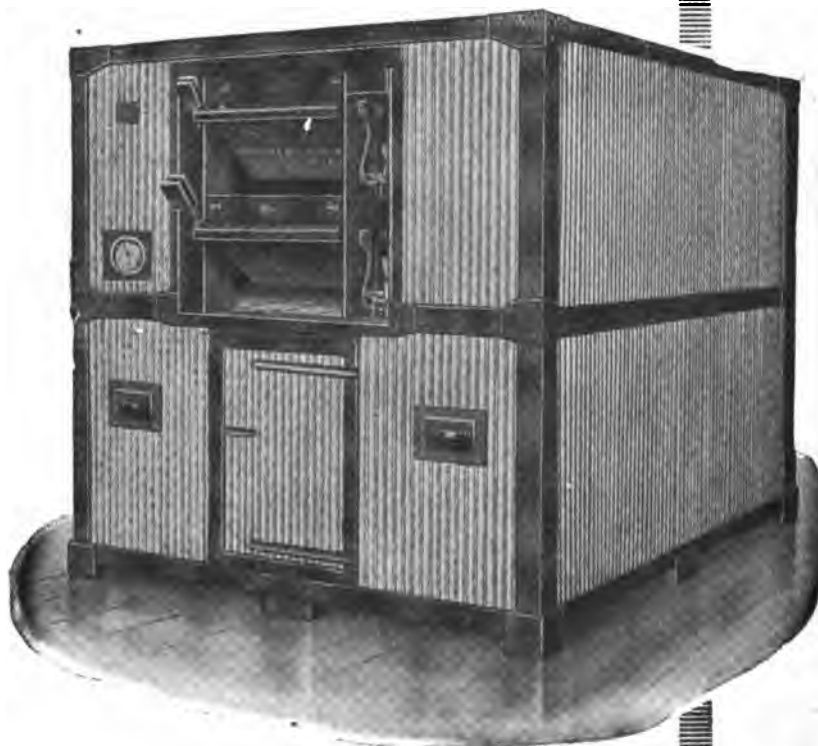
Prosperity is here. Are you getting your share of it? If not, why not?

You cannot reap the benefits of prosperity unless you are able to meet the demands of prosperity. The bakers who are cashing in on the prosperous condition which now prevails the country over are the bakers who have sufficient equipment to produce quality bake goods efficiently and economically.

The best time to make money is when people have money to spend. Everywhere throughout the country the demand for labor exceeds the supply. This means that not only are the laboring classes prosperous but the people who employ labor as well.

But big business does not necessarily mean big profits. If you are one of the bakers who are paying heavy toll to an old worn out, expensive to operate, and inefficient oven you are allowing profits which rightfully belong to you to slip through your fingers. Stop this waste now.

Model "C"



Model "A"



Be Successful

The first step towards success in the baking business is to install a successful oven. If you are using an anti-successful oven we say to you in all earnestness, install a Middleby-Marshall Oven and then observe the difference in your profits, in the quality of your bake goods and in the amount of your fuel and repair bills.

Middleby-Marshall Ovens are successful ovens. This is the verdict of the thousands upon thousands of bakers who use them. There is a style and size to meet your individual requirements no matter how big or how little your business is.

MODEL A

Middleby Inside Furnace Oven. The ideal oven for all round baking. One firing will bake several runs of bread and then your cake and pastry. Recognized the world over as the best inside furnace oven ever built. Thousands in use.

MODEL B

Marshall Continuous Bake Oven. For the baker whose bread trade is heavy. Will also give the best of results on cake and pastry. Heavy in construction, economical on fuel and very durable. Made for front or rear firing. The most modern brick oven on the market.

MODEL C

Middleby-Marshall Double Oven. A continuous bake oven with two baking chambers. The best possible entirely around and between each chamber. Bakes bread, pies, cake and pastry with equal satisfaction. Requires small space. The most popular oven made.

Get our big illustrated Catalogue now

We want to show you why Middleby-Marshall Ovens are successful ovens. We want to give you an abundance of evidence so that there will be no doubt in your mind as to their superiority. All that we ask you to do is to write for particulars. You will obligate yourself in no way. Write us now even though you do not figure on buying a new oven at present.

Middleby-Marshall Oven Co.

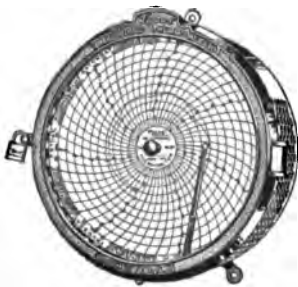
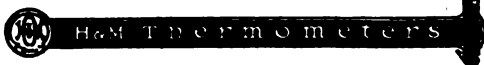
The Largest Manufacturers of Bakers' Ovens in the World

CHICAGO, 762 W. Adams St.

ST. LOUIS, 604 S. Sixth St.

For Sale in New England States by
MIDDLEBY OVEN MFG. CO.
284 State St., Boston, Mass.

For Sale in Pacific Coast States by
E. CARL BANK
997 Marinade Bldg., San Francisco, Cal.



Type Self Contained for Your Dough Room.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Type* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and Index Thermometers, Automatic Temperature and Pressure Regulators, Mercury Vacuum and Absolute Pressure Gauges, Engraved Stem Thermometers, Hydrometers, Thermo-Electric and Radiation Pyrometers.

Mark this:—Every Instrument bearing H&M *Type* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



The H&M Division
Taylor Instrument Companies
Rochester, N.Y.



Dough Testing Thermometer.



H & M Bake Oven Thermometer.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

Bakes Bread—Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.



Bake Bread

As Your Government Does

Where economy in space and cost of production are the two principal items

Two of these Hughes Electric Bake Ovens are being installed on the Superdreadnought "Arizona" and the other two will be used on the California, which is the first battleship to be propelled by electricity.

Prominent bakers all over the country have installed the "Hughes" because it is clean, economical, and is easily controlled—making it more efficient than any other type oven on the market.

May we have the privilege of demonstrating its value to YOU?

Hughes Electric Heating Co., 211-231 W. Schiller Street, Chicago

The Creed of Every Baker Should Be Quality, Cleanliness and Efficiency For Profit

BLACK DIAMOND OVENS



One Deck—Two Deck—Three Deck

There are four factors which should be considered in the purchase of an oven. We classify them as follows:

- EFFICIENCY** Black Diamond Ovens represent one hundred per cent efficiency. They hold the heat, bake uniformly and are easy to operate.
- ECONOMY** Less fuel is required to maintain a high baking heat in Black Diamond ovens than in any other oven of equal capacity.
- DURABILITY** Black Diamond Ovens are substantially constructed of the best materials. They are known the world over as lifetime ovens.
- PRICE** There is more value in Black Diamond Ovens than in any other oven on the market. They have no frills or fancy fixings which add to their cost but which add nothing to their utility. Buy a Black Diamond Oven and you will save money.

ROBERTS APPLIANCES

The same standard of quality which is maintained in Black Diamond Ovens is also to be found in Roberts Appliances. If you aim for the highest efficiency in your bake shop you should use Roberts Appliances. They are the best. Send for Appliance Catalogue.



Roberts Portable Oven Company

2016 North Major Avenue, CHICAGO

Canadian Manufacturers
BRANTFORD OVEN & RACK CO., BRANTFORD, ONT.

New England Selling Agent:
H. G. W. YOUNG, 61 Hanover Street, BOSTON, MASS.

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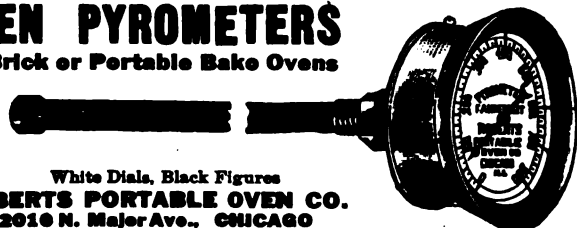
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OVEN PYROMETERS

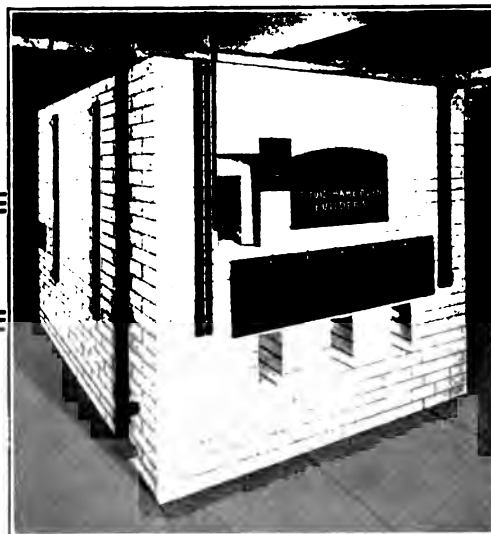
For Brick or Portable Bake Ovens

Accurate
Durable
Adjustable
Simple



White Dials, Black Figures

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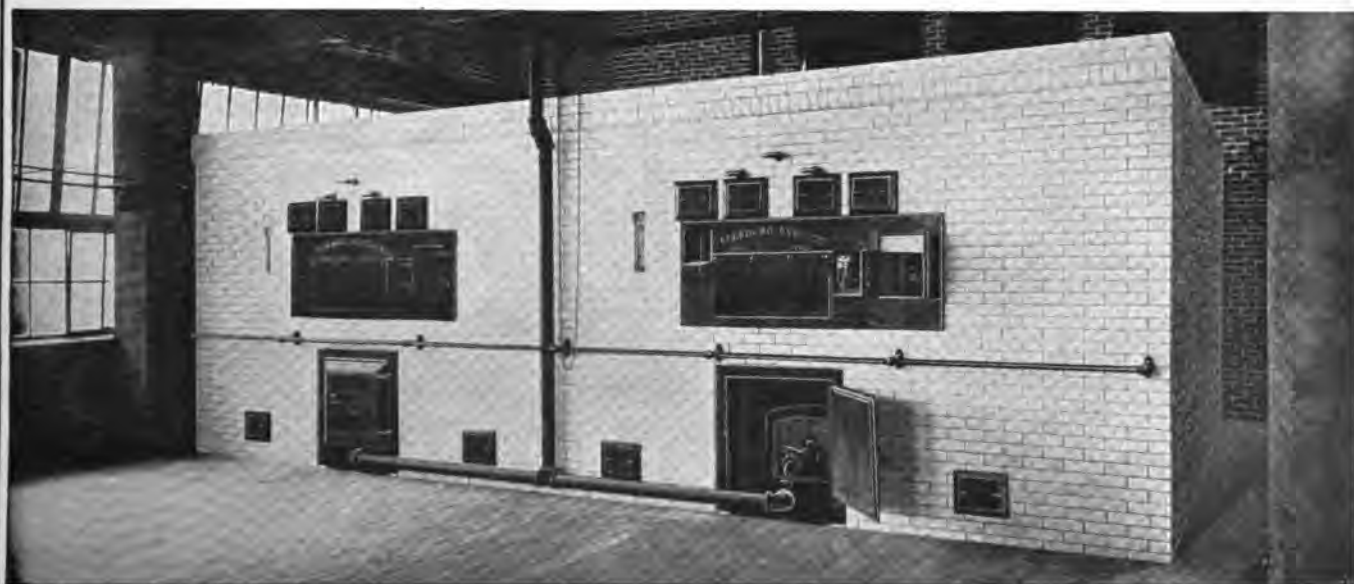
4920 Easton Avenue
St. Louis, Mo.

Ovens and Accessories

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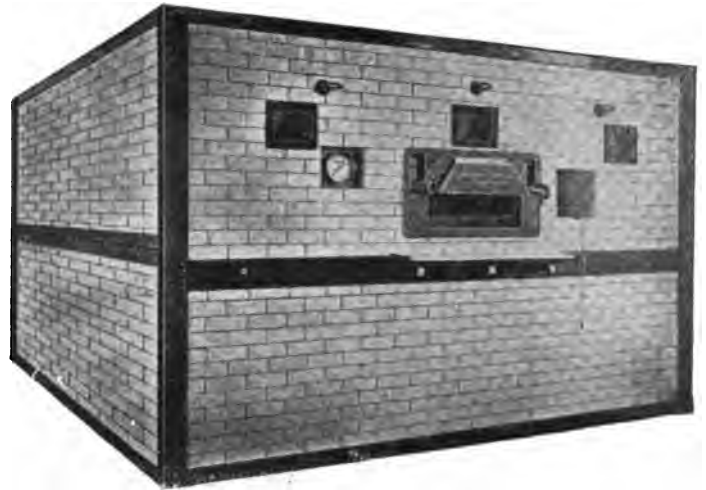
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Associate Member of the National Association of Master Bakers

DUHRKOP OVEN CO., 2525 Park Row Building NEW YORK



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COMPANY

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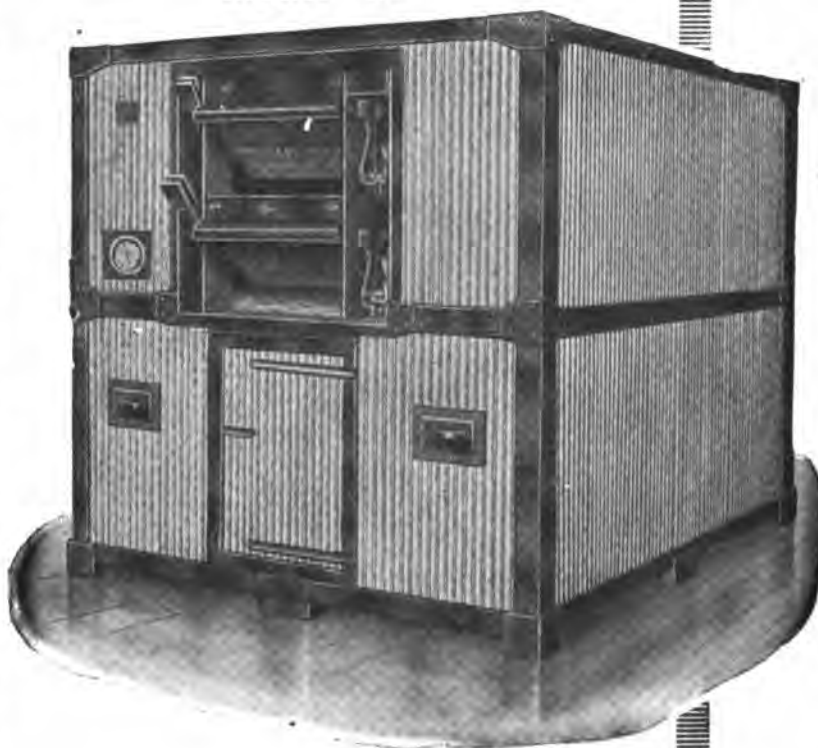
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You cannot reap the benefits of prosperity unless you are able to meet the demands of prosperity. The bakers who are cashing in on the prosperous condition which now prevails the country over are the bakers who have sufficient equipment to produce quality bake goods efficiently and economically.

The best time to make money is when people have money to spend. Everywhere throughout the country the demand for labor exceeds the supply. This means that not only are the laboring classes prosperous but the people who employ labor as well.

But big business does not necessarily mean big profits. If you are one of the bakers who are paying heavy toll to an old worn out, expensive to operate, and inefficient oven you are allowing profits which rightfully belong to you to slip through your fingers. Stop this waste now.

Model "C"

Model "A"



Be Successful

The first step towards success in the baking business is to install a successful oven. If you are using an anti-successful oven we say to you in all earnestness, install a Middleby-Marshall Oven and then observe the difference in your profits, in the quality of your bake goods and in the amount of your fuel and repair bills.

Middleby-Marshall Ovens are successful ovens. This is the verdict of the thousands upon thousands of bakers who use them. There is a style and size to meet your individual requirements no matter how big or how little your business is.

MODEL A

Middleby Inside Furnace Oven. The ideal oven for all round baking. One firing will bake several runs of bread and then your cake and pastry. Recognized the world over as the best inside furnace oven ever built. Thousands in use.

MODEL B

Marshall Continuous Bake Oven. For the baker whose bread trade is heavy. Will also give the best of results on cake and pastry. Heavy in construction, economical on fuel and very durable. Made for front or rear firing. The most modern brick oven on the market.

MODEL C

Middleby-Marshall Double Oven. A continuous bake oven with two baking chambers. The best passes entirely around and between each chamber. Bakes bread, pies, cake and pastry with equal satisfaction. Requires small space. The most popular oven made.

Get our big illustrated Catalogue now

We want to show you why Middleby-Marshall Ovens are successful ovens. We want to give you an abundance of evidence so that there will be no doubt in your mind as to their superiority. All that we ask you to do is to write for particulars. You will obligate yourself in no way. Write us now even though you do not figure on buying a new oven at present.

Middleby-Marshall Oven Co.

The Largest Manufacturers of Bakers' Ovens in the World

CHICAGO, 762 W. Adams St.

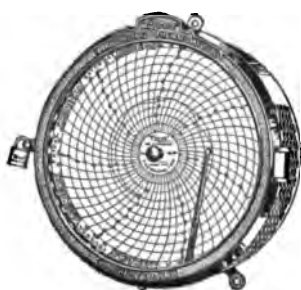
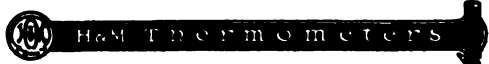
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For Sale in New England States by
MIDDLEBY OVEN MFG. CO.

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E. CARL BANK

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Thoco Self Contained for Your Dough Room.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Thoco* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and Index Thermometers, Automatic Temperature and Pressure Regulators, Mercury Vacuum and Absolute Pressure Gauges, Engraved Stem Thermometers, Hydrometers, Thermo-Electric and Radiation Pyrometers.

Mark this:—Every Instrument bearing H&M *Thoco* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



The H&M Division
Taylor Instrument Companies
Rochester, N.Y.



Dough Testing Thermometer.

H & M Bake Oven Thermometer.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

Bakes Bread—Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.



Bake Bread

As Your Government Does

Where economy in space and cost of production are the two principal items

Two of these Hughes Electric Bake Ovens are being installed on the Superdreadnought "Arizona" and the other two will be used on the California, which is the first battleship to be propelled by electricity.

Prominent bakers all over the country have installed the "Hughes" because it is clean, economical, and is easily controlled—making it more efficient than any other type oven on the market.

May we have the privilege of demonstrating its value to YOU?

Hughes Electric Heating Co., 211-231 W. Schiller Street, Chicago

The Creed of Every Baker Should Be Quality, Cleanliness and Efficiency For Profit

BLACK DIAMOND OVENS



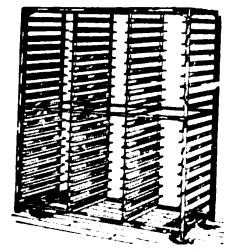
One Deck—Two Deck—Three Deck

There are four factors which should be considered in the purchase of an oven. We classify them as follows:

- EFFICIENCY** Black Diamond Ovens represent one hundred per cent efficiency. They hold the heat, bake uniformly and are easy to operate.
- ECONOMY** Less fuel is required to maintain a high baking heat in Black Diamond ovens than in any other oven of equal capacity.
- DURABILITY** Black Diamond Ovens are substantially constructed of the best materials. They are known the world over as lifetime ovens.
- PRICE** There is more value in Black Diamond Ovens than in any other oven on the market. They have no frills or fancy fixings which add to their cost but which add nothing to their utility. Buy a Black Diamond Oven and you will save money.

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The same standard of quality which is maintained in Black Diamond Ovens is also to be found in Roberts Appliances. If you aim for the highest efficiency in your bake shop you should use Roberts Appliances. They are the best. Send for Appliance Catalogue.

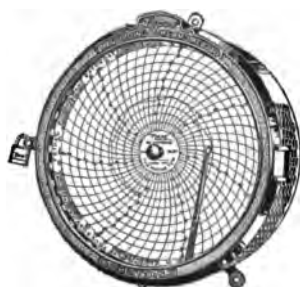
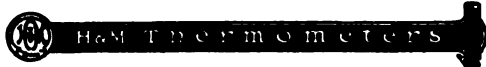


Roberts Portable Oven Company

2016 North Major Avenue, CHICAGO

Canadian Manufacturers
BRANTFORD OVEN & RACK CO., BRANTFORD, ONT.

New England Selling Agent:
H G W. YOUNG, 61 Hanover Street, BOSTON, MASS.



Free Self Contained for Your Dough Room.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Free* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and

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Mark this:—Every Instrument bearing H&M *Free* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



The H&M Division
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Meets All Bakery Requirements

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**Your Competitor
USES STEAM**

from a boiler in baking. That is the proper way to bake. It gives the bread a proper moisture, a glossy crust and prevents air bubbles.

You, too, can obtain this better bread with a

**Freymark
Bakers
Steamer**

Fits any oven, simple to install, labor saving, economical; burns gas at cost of \$1.50 to \$2.00 a month and is safe—tested to 100 lbs pressure.

Gets steam up in 20 minutes and supplies hot water and heat to bakery.

With the Freymark Bakers Steamer you can bake better bread and reduce expenses, because of its unrestricted use.

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MACHINE CO.**
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Bake Ovens of All Kinds

Adapted for Bakeries, Hotels, etc. Duplicate Grates, Linings and Special Furnace Brick.

Pyrometers, Illuminators, Gas Burners, and a Combination Heater and Steamer for Steaming Bread,

With which Hot Water can be had in 1 minute and Steam in 1 1/2 minutes.




For Wood Fire

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BAKE OVEN GAS BURNER, SEVEN SIZES

When ordering burner state length and width of oven. Inside Write for description and price list

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**The Dependable
Blodgett Oven**

has back of it 70 years of Service. It has become a *finished perfected article*, and is the *biggest value* of all portable ovens.

They are made in 7 sizes and burn Coal, Wood, Natural or Artificial Gas.

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 90% Labor
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Peel Ovens
 For
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2 Double Deck Ovens constructed at the
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SCHALLER DOUBLE DECK. The only oven for the
 wholesale and retail baker, using but one oven.

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The Albert Schaller Oven Co.

Gentlemen:

The Double Deck oven you constructed for us last fall is
 a wonderful oven. We are gaining trade daily, and we
 are making splendid bread and cakes, and pretty soon
 we shall need an additional Schaller oven.

J. FRITZINGER.



2 Single Deck Schaller Ovens constructed for the
 Sun Baking Co., Auburn, N. Y.

Mr. R. H. Wool of Ithica, N. Y., after using a Schaller
 oven for 6 years, highly recommended the same to the Sun
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 to ourselves as well as the Sun Baking Co. Keeping up the
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Do not overlook the Schaller Double Deck oven—we
constructed 21 of them in this city in the past 3 years.

Write for our Catalogue, describing the construction of the Schaller Single and Double Deck Ovens
 in detail, in cuts and drawings.

The Albert Schaller Oven Co., 55 Averill Ave., Rochester, N. Y.

KLEEN-KRUST

RIVETLESS

REG. U.S. PAT. OFF.

"STEEL-SHOD"

PATENTED JAN. 21, 1915 - PATENTS PENDING

BREAD PANS

*The
Enduring Pan
for the
Faultless Loaf*



Until the
Intro-
duction
of the



KLEEN-KRUST RIVETLESS "STEEL-SHOD" BREAD PAN

spotted and crippled loaves of bread were unavoidable.

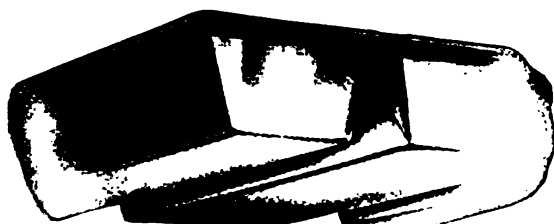
The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

1. The use of all rivets on the inside of the pans have been done away with—insuring a clean, spotless loaf. This feature alone should commend its use to users of the old style riveted pan.
2. The heavy, unsightly grease and dirt collecting "strap" has been done away with, and in its place a strong steel rod is used binding the pans together, and at the same time serving as a rim for each pan. This construction (see cut) is the most rigid and sanitary ever devised and materially decreases the weight of each set.
3. The bracing used between each pan is a part of the pans themselves, and is so constructed as to absolutely prevent any distorted or misshapen loaves.
4. "Steel-Shod" means the placing of sheets of steel in the outer face of the end pans in the set, absolutely armor-plating the surface and steering the peel underneath instead of smashing holes in the tin.

A free sample set of Kleen-Krust Rivetless "Steel-Shod" Bread pans is yours for the asking. Send for it now and see how they will improve the appearance of your bread and save you money. These pans are made in every size and style with square or rounded bottom edges.



The above cut shows an End Pan with
"STEEL-SHOD" feature

The AUGUST MAAG Co.

107 Sharp St.

BALTIMORE, MD.

Pans and Racks

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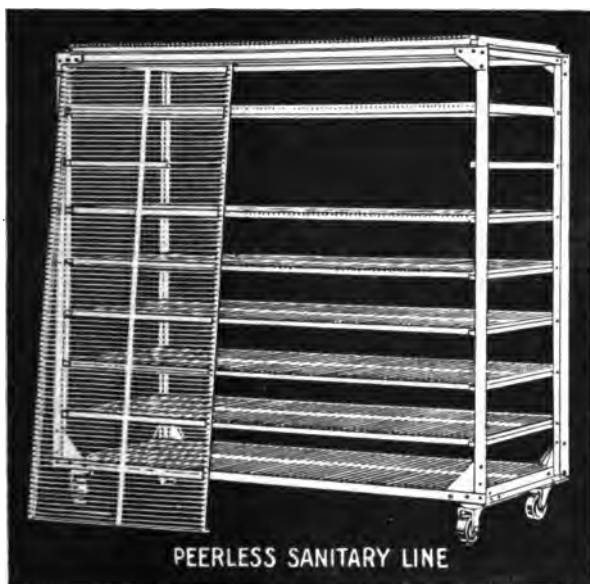
Perfect Bread Pans

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JABURG BROTHERS

Main Office: 10-14 Leonard Street

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PEERLESS SANITARY LINE

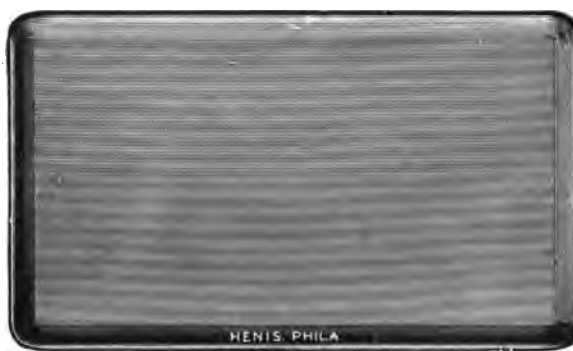
The Peerless Ideal Galvanized Iron Bread Rack, which has solid malleable iron corners, reinforced with steel plates, giving it a neat appearance and doubling the strength. Mounted on 4 in. ball bearing casters, and has removable shelves. Cheaper than our standard rack. Sizes: 24x66, ten shelves; and 28x66, nine shelves. Shipped knocked down, saving freight. We also manufacture Shelving, Pan Trucks, Wire Delivery Baskets, Pie Cases, Pie Carriers, Proof Boxes, Cookie Racks, etc. Manufactured only by the

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Cracker and Biscuit Pans

ESTABLISHED 1860



Steel Pan

Our steel pans are made from a specially prepared steel, of a uniform gauge, with a smooth surface and of a tough, durable steel; they are bound with 5-16 in. electrically welded rods and are guaranteed absolutely flat and free from buckles. We will guarantee these pans to wear longer and give better service than any other pan on the market.

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Manufacturers

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H. & D. CORRUGATED FIBRE BOXES

Guarantee Cleanliness
AND, -



Here are some of the things they SAVE

1. On every shipment 5 cents per box which you now pay for the return of your bread baskets. Also the trouble and expense of hauling empties from the depot.
 2. Lost and broken baskets and all misunderstanding with your customers about them.
 3. A large investment in costly baskets which are all eventually worn out and thrown away.
 4. Trouble and expense of accounting for empties, corresponding about them, securing their return and keeping them sanitary.
 5. Expense of wrapping bread and lining boxes. The H. & D. Bread Box seals up the loaves and keeps them fresh and clean.
- H. & D. Boxes come to you folded flat. They are easy to pack and seal and your trouble ends when they leave the bakery.

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THE MOST COMPLETE BOOK OF ITS KIND. THOROUGHLY PRACTICAL AND UP-TO-DATE. CONVENIENTLY INDEXED.

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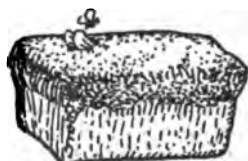
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WAXED BREAD and CAKE WRAPPERS

NOT COMPULSORY—BUT DESIRABLE

Let the consumer have his bread as clean as when it leaves the oven

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We manufacture all grades for roll machines or hand wrapping.

Let Us Figure Your Requirements.

PROMPT SERVICE—QUALITY—RIGHT PRICES

CENTRAL WAXED PAPER CO.

Chicago, Ill.

Boxes and Baskets

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"sefton" your bread

You want good boxes for good bread; the packages have a good deal to do with building a reputation for your product.

The easiest way to get the best boxes is to get Sefton boxes. The Sefton Bread Box is a box made especially for bread; and it's a good one.



We're glad to send you information about the clean packing and shipping of bread; no cost — worth reading.

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Deliver your bread in
HUBBARD'S
Folding Delivery Boxes
THE SANITARY WAY



Our wooden FOLDING DELIVERY BOXES are designed to take the place of trays or baskets in the delivery wagons or auto trucks. They are proving to be more sanitary, more convenient, and a vast improvement over the old method of delivery. Get our catalogue "Economy of Space."

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Large quantities of Special Sizes made to order. Ask for samples and prices stating measurements and quantity wanted.

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AT REASONABLE PRICES

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A Wrapped Loaf

satisfies her as to its cleanliness and tends to convince her that the quality is superior.

Ask for samples and prices of wrappers manufactured by us. Some are waxed both sides; others one side only, so as to permit the use of gum tape; others may be sealed with heat without string or tape; also in rolls or sheets for wrapping by machine.

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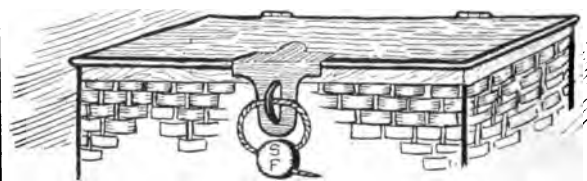
BOTH KINDS

have the following exclusive features:—The Patent Combination Hinge and Corner—The Projected Front Top Corner—The Damage-Proof Locking Device—The 7-8 inch Wood Boundary Braces.

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while in transit from, tampering
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Bread Box and Basket Seals

They eliminate the uncertainty of safe deliveries and protect your business interests by saving your customers from disappointment in shipments.

They cost little—they save much

Chicago Car Seal Co.

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Dry Milk, Malt Extract

and Egg Products

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For Your Years' Supply of

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Spring Quality All Year 'Round

Contract now—while prices are lowest and quality highest. Buy your year's supply. We keep the eggs under constant refrigeration and you order them out as wanted. No market changes—no loss—no waste. Every egg full-bodied, selected quality. No weak, watery stock to bake out in the oven. We can furnish all yolks, all whites or whole eggs. Write for particulars.



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"The Milk Powder with the Milk Flavor"

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not by a

Spray Process

That's why we retain in our powder the real milk flavor
So that a less quantity can be used with satisfactory results

Safety—Economy

The Ekenberg Co.

Cortland, N. Y.



BALLANTINE'S MALT EXTRACT is used by bakers who realize its value in producing bread of good quality, richness and high nutritive value. Ballantine's causes perfect fermentation, is a valuable yeast food and is cheaper to use than any substitute ever offered. Write for further information and a sample.

P. BALLANTINE & SONS MALT EXTRACT DEPARTMENT **Newark, N. J.**

*Better
Bread*



CROWN MALTOSE

*IS the very best kind of sugar for bread
baking purposes*

- IT IS NOT a secret formula which leaves the baker in the dark as to what he is putting in his bread. Buy Crown Maltose and know that you are simply using the sugar which is without equal in bread.
- IT IS the ideal yeast food and will produce a *moist* loaf with an appetizing flavor, a silky texture and close grain, perfect bloom and volume. Buy Crown Maltose for results.
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- IT IS NOT a liquid. Crown Maltose is a dry sugar; You therefore have no water to pay for. Buy Crown Maltose and get your money's worth.
- IT IS guaranteed to satisfy.
Write for sample and particulars.

CROWN MALTOSE COMPANY

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Foote & Jenks' Concentrated Extracts of Lemon and Orange are guaranteed to be absolutely pure. The insoluble terpenes (turpentine) having been removed, these flavors will make your goods digestible and highly palatable.

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Don't spoil your goods by using inferior flavors—Foote & Jenks' are guaranteed to be absolutely pure.

Our price list and manual, "Flavoring and Seasoning Food Products," should interest you. Why not send for it?

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Essences,

Etc.
once and you
will always use
them. They
are incompar-
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H. FUCHS

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Old friends are trustworthy, we are in this magazine 14 years.

SPECIAL TIES:
Mexican Vanilla Extract,
\$5.00 per gal.
German and French Fruit
Flavoring Concentrated
King Creams, 50c per lb
Imported Benzoin
Flavor, \$4.50 per gal.
Imported Butter Flavor,
\$4.00 per gal.
Almond Flavor, 75c per lb.
Flavoring Vanilla Powder,
60c per lb.
Vanilla Compound,
\$3.00 to \$4.00 per lb.
True Fruit—Lemon, \$4. lb.
Orange, \$5. lb.
Maple Flavor, \$12. per gal.
All kinds of Harmless Colors

Established twenty-five years.

AD. SEIDEL & SONS

Manufacturers and Jobbers of all

Bakers' Supplies

1245-57 Garfield Ave., CHICAGO, U. S. A.

The name "SEIDEL" is a symbol of
QUALITY, SERVICE and SATISFACTION

One Moment, Mr. Baker

*The
Old Method*

**Slow,
Unsanitary,
Costly**



?



*The
Up-to-Date
Method*

**Quick, Sani-
tary, Less
Expensive**

Which?

STORAGE EGGS

You take big chances.
You have musty and other faulty eggs
to contend with—
Result, spoiled goods—lost trade
—time, labor and money
WASTED

versus

LAYTON'S EGGS

You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, Increased trade—time
labor and money
SAVED

We can supply whole eggs, separated whites or yolks.
Used by most successful bakers. Be one of them.
Will gladly send full particulars

THE JOHN LAYTON COMPANY

Pacific Coast Office: 510 Battery St., San Francisco, Cal.

90 West Street, New York, N. Y.



TO THE
BREAD
BAKERS:—



Is the high price of sugar interfering with your profits?

- (1) If the above question interests you, permit us to show you how you can overcome this difficulty by immediately using ARGON CORN SUGAR, "The Ideal Bread Sugar".
- (2) It is used in the same manner and in the same formula as any other sugar in bread making.
- (3) It sells at 2½c. per pound less than other sugars.

CORN PRODUCTS REFINING CO., 17 Battery Place, New York



10c Worth of Cake in
an Attractive Package



*That's what brings
your customers back*

IF YOUR GOODS ARE MADE RIGHT—THEY WILL BE IF YOU

USE RI-CO PRODUCTS

Put an assortment of **Honey Fruit—White—Gold and Spice Cakes** on your counter—watch your customers wait on themselves! They know the cake is fresh and will keep so—that it has not been exposed to dust or handled and that it can be carried home without being crushed. **Send the coupon for full information.**

To get the dimes out, you must put goodness in—

RI-CO
Pure White

RI-CO
Whole Dry Egg

RI-CO
Emulsions

RI-CO
Extract

THE W. K. JAHN CO.

483 Greenwich St.
NEW YORK

130 No. Franklin St.
CHICAGO

Mail this
Coupon Today.
The W. K. Jahn
Co., 483 Greenwich
St., N. Y., or 130 No.
Franklin St., Chicago.
Gentlemen—Please send par-
ticulars at once regarding your 10
cent box cake proposition.

Our Demonstrator will call if you wish—Free of Charge

Name.....
Address.....
City..... State.....

ONE POUND
MALZO
TRADE MARK
PURE MALT FLOUR

DOES THE WORK

of two pounds of malt extract in all bread formulas

**The only malt product ever offered the
American Baker on a guaranteed
analysis basis**

Our Guarantee is backed by our bond

Sole Manufacturers

ADVANCE MALT PRODUCTS CO.

305 S. LaSalle Street

Chicago, Ill.

**Advance Malt Products Co.,
305 S. LaSalle Street,
Chicago, Ill.**

Gentlemen:—

Please send me one pound FREE sample of
MALZO sufficient for a one barrel baking.

Name

Address

State

(Enclose business card if possible)

Better Bread



A. L. BATES, Sales Manager

Sem-i-Sol Buttermilk

What it is

"SEM-I-SOL" is simply condensed buttermilk—mixed with water in proportions of one pound of "SEM-I-SOL" to six of water produces *seven pounds* of the purest and richest buttermilk.

"SEM-I-SOL" gives to the white loaf of bread what it lacks in a sufficient and highly essential food value—**PROTEIN**. White bread alone as a food is what is commonly termed, an *unbalanced ration*—"SEM-I-SOL" supplies the balance. *Read further.*

**Consolidated
Products Company**
1029 West Adams St.,
Chicago, Ill.

What it does

EVERY BAKER of quality goods uses buttermilk but he is paying more for his buttermilk than what "SEM-I-SOL" will cost him—and "SEM-I-SOL" is better for him to use.

"SEM-I-SOL" requires but little storage space and, by adding from 5 to 7½ pounds of it to a barrel mix the water absorbing power of the dough is increased from 10% to 12%—an economic factor. It imparts a zest and richness to the loaf making it altogether, an ideal food.

Better and Cheaper Than Sweet Milk—because "SEM-I-SOL" consists of sweet milk solids *plus* lactic acid. If "sweet milk results" are desired the lactic acid may be neutralized in, say 1 pound of "SEM-I-SOL" by adding ½ ounce of bi-carbonate of soda thus forming 1 ounce of lactic salt. This acts as a leavening agent during the process of baking, liberating ¼ ounce of carbon dioxide gas and leaving ¾ ounce of sodium lactate.

Improve Your Rye Bread

without additional cost. Use "SEM-I-SOL" and you will get a larger, better loaf, full of life, not tough and soggy.

"SEM-I-SOL" produces a far greater yield as it causes the bread to take on more moisture and rye to stay moist longer. Use from two to three pounds of "SEM-I-SOL" to a barrel mix and you will be agreeably surprised at the results.

You, progressive bakers realize that a good bread *with the taste that suits all alike* has the greatest advertising value known. *You can make that loaf* and cut down the cost of production by using "SEM-I-SOL."

Try "SEM-I-SOL" *FREE*—try it in one of your batches. We will furnish the sample and all necessary instructions as to its use *without obligating you in any way.*

Write today for the sample—it will cost you nothing

Heide's

Marshmallow Cake Filler

An excellent and convenient filler for
Layer Cakes, Cream Rolls
Charlotte Russe
Jelly Rolls
Etc.

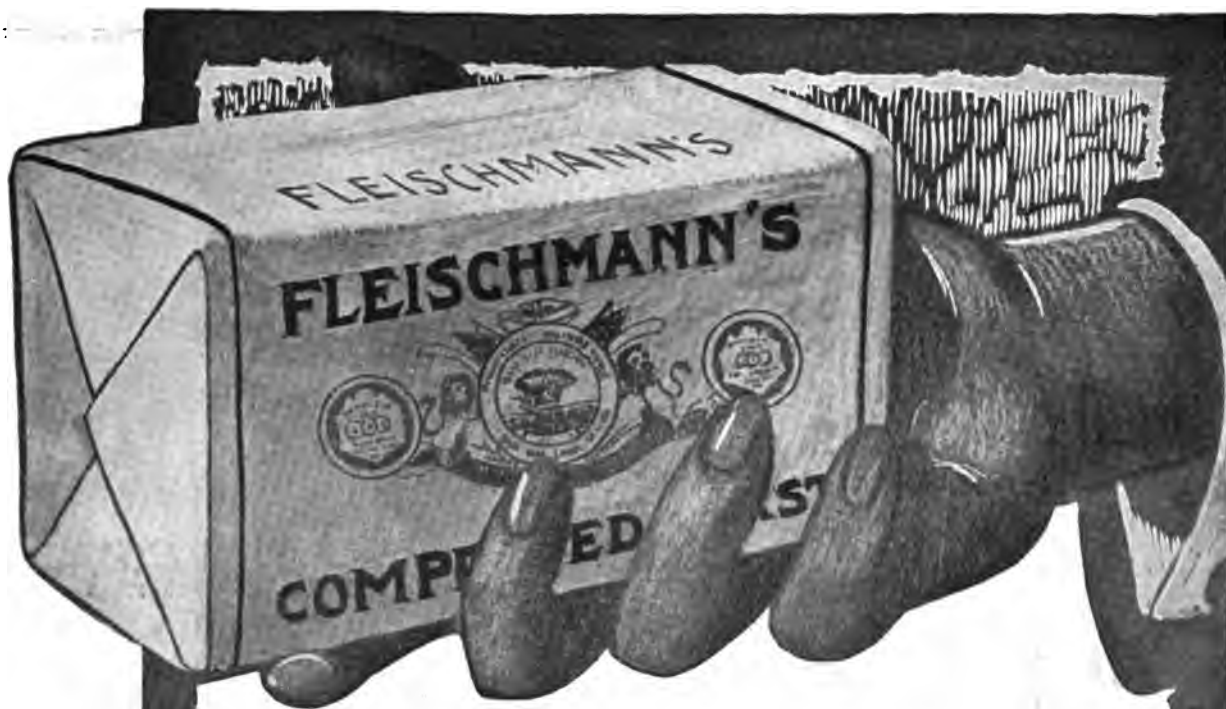
Samples and recipes submitted upon request.
For sale by leading bakers' supply houses.

HENRY HEIDE, Mfr.

Spring, Hudson and Van Dam Sts.

NEW YORK





Here's the Yeast

that is made by the largest and oldest yeast manufacturers in the country and is the result of half a century of yeast-making experience.

Here's the yeast for which the manufacturers do not cease to be responsible after it is simply made. They see that this yeast is actually delivered to the baker by having their own organization attend to delivering as well as producing the goods.

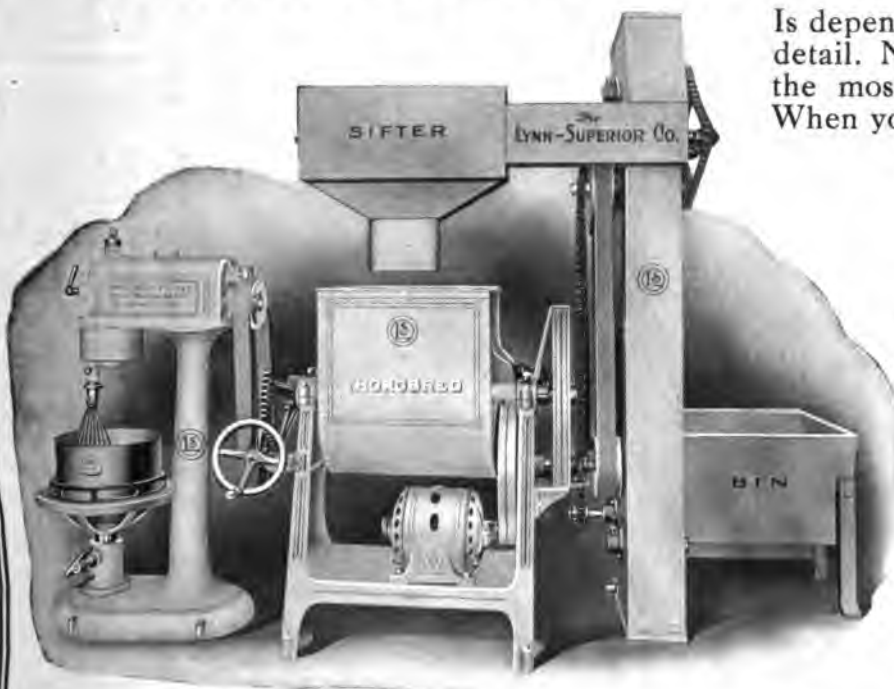
Here's the yeast that is strong, uniform and certain—and never fails to reach the baker.

Here's
FLEISCHMANN'S YEAST

Machinery and Equipment

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LYNN-SUPERIOR MACHINERY



Is dependable because of attention to detail. No part is too small to receive the most rigid test and inspection. When you buy an "L-S" outfit you get full value for every dollar—honest machinery at honest prices.

The Thorobred Dough Mixer has been a leader for years because it stands hard work probably better than any other. Bakers everywhere know this.

The "L-S" Four-Speed Cake mixer has all the improvements on any other besides our exclusive features. By this is meant no breakage of gears or paddles and the fastest action obtainable.

If you want machinery that will really do your work as it should be done, write us today.

The Lynn-Superior Company
Cincinnati, Ohio.

"POOR GOODS ARE DEAR AT ANY PRICE"

READ MACHINES



Cost a little more at first, but are cheap in the long run

The Read Machinery Co., York, Pa.

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The Editor of BAKERS REVIEW Highly Recommends the Following Books As A Valuable Asset to Any Bakery. No Baker's Library is Complete Without Them.

Secrets of Bread Making

By EMIL BRAUN

Price . . \$1.10

Malzbender's Practical Recipe Book

A comprehensive volume for bakers and pastry cooks in the German and English language.

Price . . \$2.00

We Will Gladly Send Any or All of the Above Books Upon Receipt of Price, Express Prepaid

BAKERS REVIEW

Woolworth Bldg.

New York, N. Y.



The GEM Doughnut Machine

is perfected to such a degree that it

Will Cut 120 to 140 Doughnuts per Minute

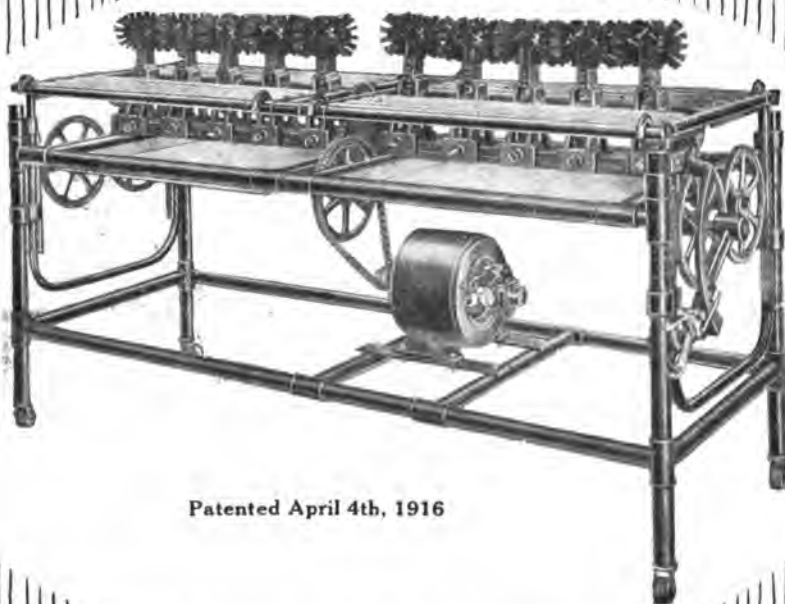
You are able to fill ordinary kettles holding from three to four dozen doughnuts so fast that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time.

If you desire to turn out a large number of good doughnuts, you should investigate this machine. Large bakeries all over the country are getting supreme satisfaction from the Gem. And you can do the same.

BAUM & SCHOEL
WATERLOO, IOWA

UNIVERSAL

Pan Cleaning and Greasing Machines



Patented April 4th, 1916

Hygienically Clean

are the pans cleansed on The Universal Pan Cleaning and Greasing Machine. Constructed of only the best material it will clean all your pans for a lifetime without any trouble.

BRUSHES REMOVABLE FOR CLEANING

by immersion in boiling water, which eliminates all grease. This is done in half an hour—quickly, easily and sanitarily. The brushes are reversible—allowing even wear, which reduces operating cost to a minimum. Adjustable for depth and width of any pan, making this machine universal in operation as well as in name.

No longer is it necessary to work over your pans with such poor results. The Universal will clean them spotlessly—quickly and cheaply and grease them with a uniform film of lard. Our catalog will explain how this is done. Shall we send it?

The Koenig-Keller Co.

530 E. King St.

LANCASTER, PA.

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Union Combination Bread & Bun Rounder

is perfected to such a high degree that it

Rounds 3,500 Loaves or 600 Doz. Buns Per Hour

and in the performance of its work it shows its thoroughness.

It requires only $\frac{3}{4}$ horse power to operate—is practically self-cleaning—is built compactly and ruggedly, taking small floor space and is self adjusting.

And It Costs Less Than Half The Price Of Others



Patented Aug. 1st, 1915

The Union Wrapping Machine Co.,

Joliet, Illinois



The
New Model
HAYSEN
Bread
Wrapping
Machine

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

More than 150 HAYSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSEN MFG. CO.

SHEBOYGAN, WIS.

A

A

American Divider and Rounder

Choose your Machine, like you would your Friends. Do not have one that isn't worth keeping always, and that you won't grow to like better every day.

Some of Our Friends

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Memphis Bread Co. - - - - -	Memphis, Tenn.
Freund Bakery of American Bakeries Co. - - - - -	St. Louis, Mo.
Atlas Bread Co. - - - - -	Milwaukee, Wis.
Texas Bread Co. - - - - -	Houston, Texas
Nafziger Baking Co. - - - - -	Kansas City, Mo.
F. H. Hohengarten, Home Bakery - - - - -	St. Louis, Mo.
Welle-Boettler Bakery - - - - -	St. Louis, Mo.
Heydt Bakery Co. - - - - -	St. Louis, Mo.
Connelly Baking Co. - - - - -	Springfield, Ill.
Hartmann Bros. Bakery - - - - -	Springfield, Ill.
Manewal Baking Co. - - - - -	E. St. Louis, Ill.
Indianapolis Baking Co. - - - - -	Indianapolis, Ind.
United Bread Co. - - - - -	Terre Haute, Ind.
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H. Korn Baking Co. - - - - -	Davenport, Iowa
American Baking Co. - - - - -	Louisville, Ky.
Grocers Baking Co. - - - - -	Louisville, Ky.
College Hill Bakery, G. L. Jordan - - - - -	Topeka, Kans.
H. Weil Baking Co. - - - - -	New Orleans, La.
Schmidt's Vienna Bakery - - - - -	Baltimore, Md.
General Baking Co. - - - - -	Boston, Mass.
Pope Baking Co. - - - - -	Detroit, Mich.
Sanitary Bread Co. - - - - -	Minneapolis, Minn.
Consumers Bread Co. - - - - -	Kansas City, Mo.

The Final Test—Ask Any User of "American Equipment"

American Bakers Machinery Co.

9th and Clinton Streets

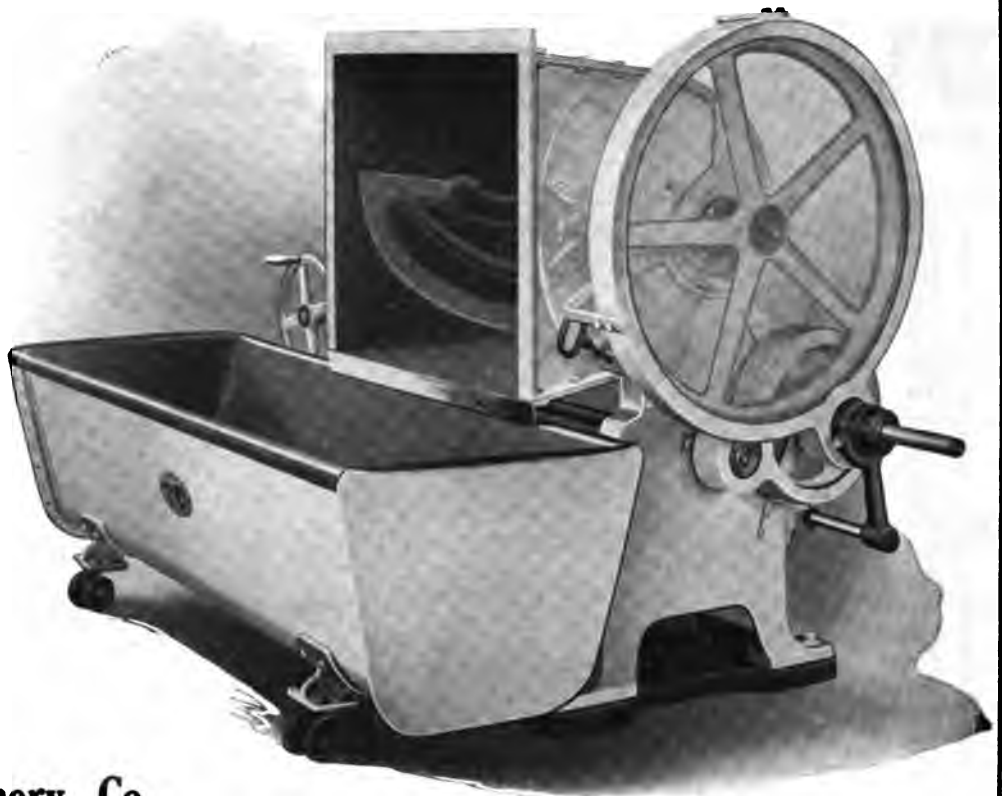
ST. LOUIS, MO.

A

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"Here is the mixer that has stood the test for twenty-eight years. Has all cut gears. Gears guarded to comply with laws of each state. Substantially built. Made in sizes from $\frac{1}{2}$ to 10 bbl. size, both belt and motor driven types.

Have records of Champion mixers being in actual service for twenty-five years. Write for list of users in your vicinity. Prices quoted on request. If motor drive desired, give motor specifications which you can obtain from your Electric Power Co. Manufacturers of complete line of machinery for the Bakery."



Champion Machinery Co.

Joliet, Illinois

Chicago Representative: H. M. BACHMAN

Room 231,

175 W. Jackson Blvd.

Rockwell's Time-Tested Bakery Machinery

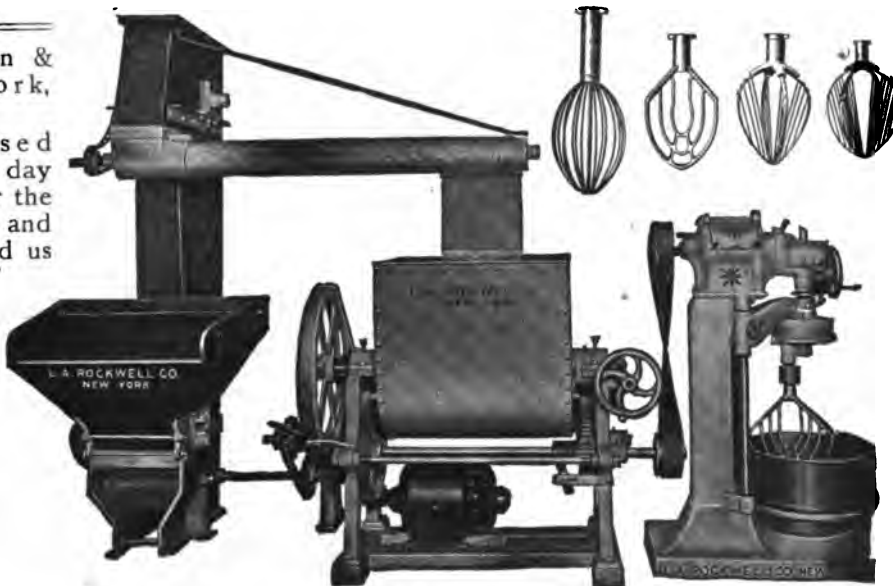
BUILT BY THE OLDEST ESTABLISHED MANUFACTURERS IN THE UNITED STATES

ESTABLISHED 1876

S. Cushman & Sons, New York, N. Y., write:

"We have used this machine day and night for the last two years and it hasn't failed us a single day."

20 Rockwell Dough Mixers
in use by the
Shults Bread
Co.



Robt. A. Johnston Co., Milwaukee, Wis., write:

"Your Sifter is feeding two large mixers and it gives excellent satisfaction. We wouldn't part with it for twice its cost."

What others have to say about this machine mailed upon request.

ROCKWELL'S ORIGINAL COMBINED SIFTER, ELEVATOR and FEEDER

Patented March 2, 1910

Buy the Original and Avoid a Lawsuit

ROCKWELL'S RELIABLE DOUGH MIXER

Simplest and most durable machine on the market to-day.

All machines equipped with our Safety Lever for releasing the power on the blade immediately in case of accident to the operator.

EXCELSIOR CAKE MACHINE

Bronze bearings throughout.

Guaranteed to do better and quicker work than by hand or with any other machine.

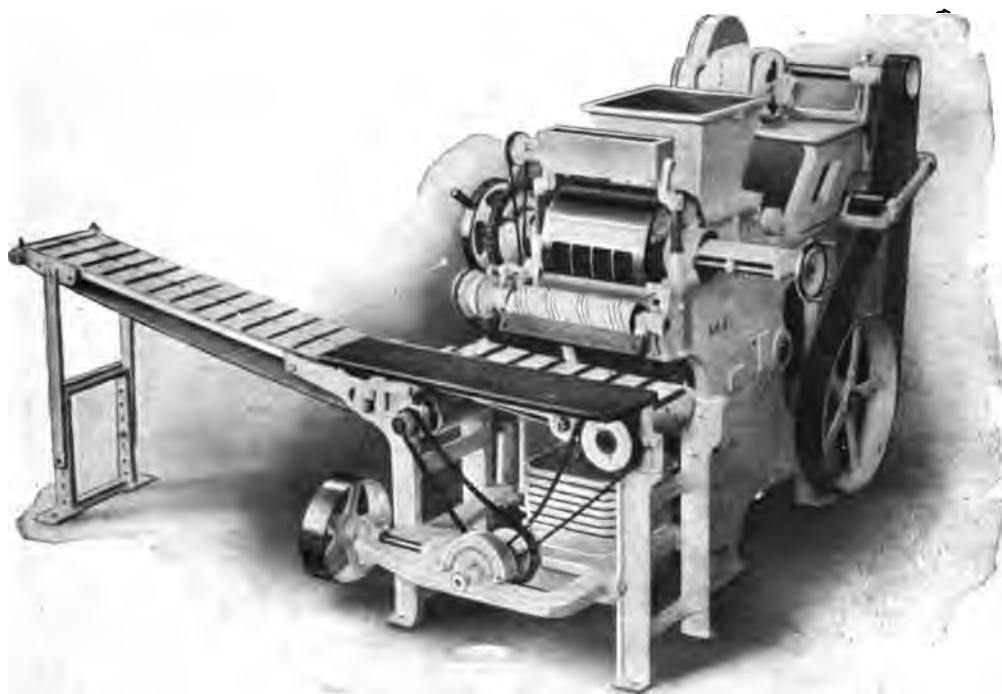
COMPLETE FLOUR HANDLING SYSTEMS OUR SPECIALTY

FOR INFORMATION AND CATALOGUE WRITE TO

L. A. ROCKWELL CO.

Formerly Fowler & Rockwell, 430-32-34 Smith St., Brooklyn, N. Y.

Manufacturers of Complete Line of Bakery Machinery



Summer Heat and Bakers

Men in "fine fettle" working under conditions which promote and keep them in good humour, mean bigger, better profits.

Summer heat and the monotony of hand work are not conducive to most profitable production.

They induce carelessness and inaccuracy which means waste.

A DUTCHESS Automatic Dough Divider will eliminate this, and will be for you a reliable, unfailing servant, accurate, efficient and untiring *in all seasons* and will make work in your shop a pleasure.

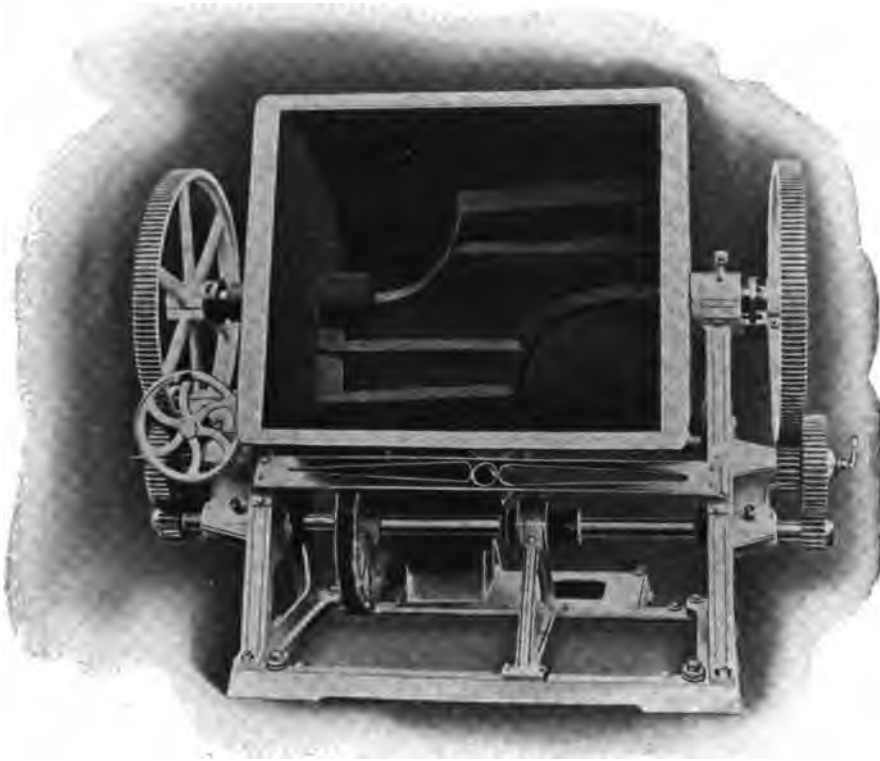
Hundreds of bakers are enjoying the profits produced through the use of these machines—so should you.

"Our Sales Tell The Tale!"

DUTCHESS TOOL COMPANY
Beacon, N. Y.

"The Auto Dough Mixer"

Patented in the United States and All Foreign Countries



is guaranteed to increase your profits and the quality of your bread irrespective of any mixer you are now using. It has proven to be

THE KING OF DOUGH MIXERS

The latest and best machine on the market. In a class by itself as to yield and gluten development. The only mixer in the world that develops every particle of the batch in the machine.

Single arm, reversible, variable speed. Any speed from 3 to 48 revolutions a minute.

Develops the gluten quickly, without grinding the dough to death and destroying the flavor.

Send for our catalog—it's free

GOTTSCHALK & CO.
Reedsville, Pa.

THE RIGHT WRAP

IS MADE BY

The Pneumatic-Standard Bread Wrapping Machine



Right because it is made right.

Right because it looks right.

Right because it works right.

Write for right particulars.

PNEUMATIC SCALE CORPORATION, Limited

Main Office and Factory: NORFOLK DOWNS, MASS,

Chicago

New York

Kansas City

Toronto, Ont.

W. & C. Pantin, 147 Upper Thames St., London, Eng.



Licensed for the baking industry under Felix Nots patents for prescribed territory and sizes.

“Ship Me Another New Era Mixer Immediately”

“**T**HIS machine is, in a great measure, responsible for the increase in my business—it has helped me *make better bread and more of it.*”

“I need *another* New Era to take care of the increased demand for my goods; my confidence in this machine is born of actual experience with it and the knowledge that it turns out bread good enough to make customers come back for more.”

Are you this baker? Are you one of the thousands who have put their confidence in the New Era—the machine that is pretty nearly as essential to real good bread as good flour?

The New Era is different from other dough mixing machines in the form and movement of the mixing arms. This “difference” is covered by strong, protecting, United States patents to guard you and us against infringements.

There’s a Jaburg Man coming your way. A card to us NOW will arrange for his personal call and information that will help your business to grow. He’ll tell you about New Era Mixers and other Jaburg specialties for the Baker.



THE JABURG ROUNDER-UP
Rounds tightly without “killing” the dough. Kneads with a human hand action. Saves on flour dust.

JABURG BROTHERS

10-14 Leonard St.
New York

MANUFACTURERS OF BAKERS' MACHINERY
UTENSILS, SUPPLIES, WOODEN WARE, SHOP
AND STORE FIXTURES





Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

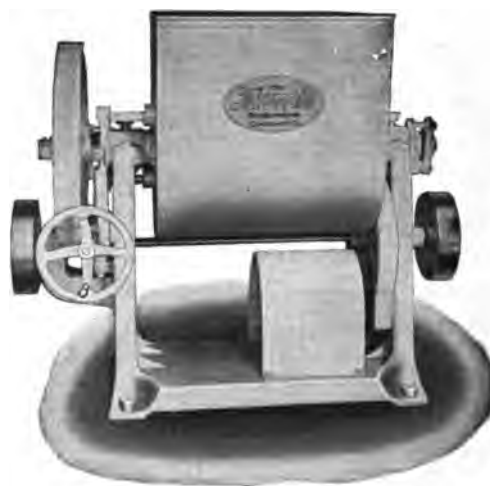
A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

Ask for detailed description and price.

The J.H. Day Company
1144 Harrison Ave., Cincinnati, O.

Here is the Latest Type Triumph Dough Mixer

*Safety First
Friction Drive*



Built in One to Four Barrel sizes.
Finished in Sanitary, White enamel.
Fitted with pulley or motor, gas or
gasoline engine.
Two extension pulleys on motor drive.

To avoid accidents—all gears enclosed.
Mixer can be started or stopped without
shutting off power.
Note plain, simple design.
Uses less power—gives increased yield.
Bronze stuffing boxes. All cut gears.
Motor is covered—is easily cleaned.
One price—no extra charges asked.

*Write today for prices or ask our
Representative*

Place Your Order Now

The Triumph Mfg. Co.

3400-3408 Spring Grove Avenue

CINCINNATI, OHIO

Member National Association of Master Bakers

Hance Gocycles

Strongly constructed vehicles that will appeal strongly to every red-blooded boy and girl, are only one of our large list of sales boosters. Gocycles are the rage in all large cities all over the country, and for that reason



Will Boost Your Bread Sales

Don't be satisfied, Mr. Baker, to plug along year after year eking out a meagre existence from your bakery—use our sales boosters and reap bigger profits.

One prominent baker says: "Rush enclosed order for Mexican War W Hoop Games. This is the first winner we have found this year."

He and hundreds of others are making more profit by using our premiums. Why don't you?

Our catalogue, showing numerous plans for developing your business, is free for the asking. Shall we send it?

J. W. Hance Foundry Co.

Westerville, O.

BAKERS Supplies, Tools and Utensils

When you are in the market for supplies, tools or utensils, it is well to consider besides quality the service to which you are entitled.

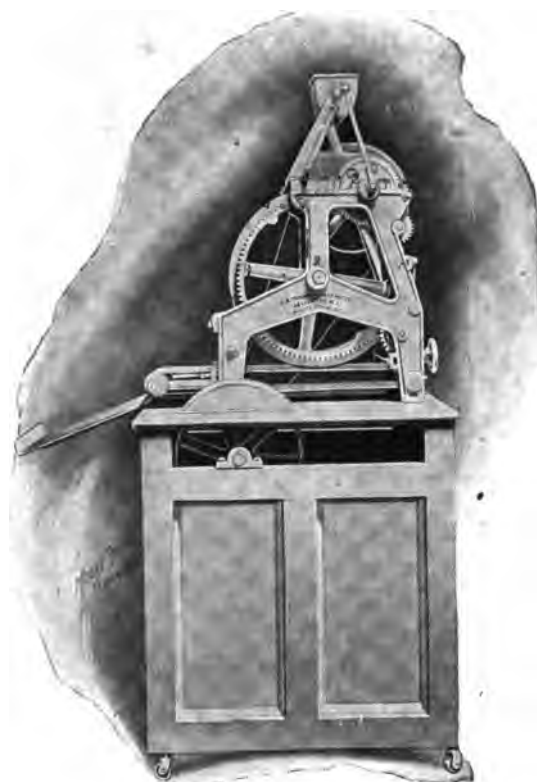
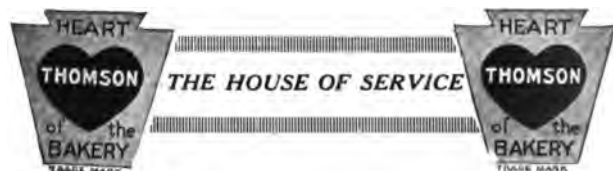
No matter what your wants we can supply you—and the service we extend will make you a life-long customer.

May we have a trial order?

J. W. ALLEN & CO.

110-118 Peoria St.

CHICAGO, ILL.



Mounted on Cabinet for Portable Use

Summer Time is Roll Time

The orders we have received for our **Combination Roll Moulder** indicate that bakers everywhere are preparing for a big Summer rush on rolls. You too should be prepared to handle this increased business with

A Thomson Standard Combination Roll Moulder

This machine is constructed of the best materials and is thoroughly practical in design. It can be furnished in two styles, for mounting on the bench or placed on a cabinet for portable use.

Large Variety—Great Capacity

With this machine you can make many styles and sizes of rolls and at a capacity of 200 dozen per hour. A boy can operate it and the cost is only about \$0.25 for the day's run.

Write Us Today—stating the style machine you want also the rolls you wish to make and we will send full particulars and price at once

THOMSON MACHINE CO.

THE HOUSE OF SERVICE

JOHN J. HOPPIN, President

Main Office and Works, Belleville, New Jersey
Largest Manufacturers of Bakers' Machinery, Exclusively,
in America
George E. Gowdy, Southern Representative, 2079 College St.,
Jacksonville, Fla.
Member National Association Master Bakers

The "Harton" 1916 Model SELF-CONTAINED Combination Wire Cutting and Depositing Drop Cake Machine

Fully Guaranteed



Equipped with Electric Motor, Starting Switch, Reeve's Variable Speed Transmission and Morse Silent Chain Drive

Pembroke D. Harton Co. **BISCUIT MACHINERY AND OVENS** **Phila., Pa.**
 "Modern Ideas in Machinery"



**Ort Bros. Cover Country Routes
Around Midland, Md., Regularly
With the Autocar. They say:**

“Our Autocar covers 28 to 30 miles every day, rain, hail or snow. We have what we have been looking for—a motor truck that will go day after day without trouble and at small expense.”

Write for illustrated catalog C and list of over 3,000 concerns using Autocars in every line of business.

Chassis \$1650

THE AUTOCAR COMPANY

Ardmore, Pa.

Established 1897

MOTOR DELIVERY CAR SPECIALISTS

THE BEST IS THE CHEAPEST

WERNER & PFLEIDERER CO.

SAGINAW, MICH., U.S.A.

PHILADELPHIA

NEW YORK EMIL STAEHLE GEN. MGR. SAN FRANCISCO

PICTURES DON'T LIE?

This is an expression made by lots of people, but we believe they are misinformed. How often have you looked at the photo of a friend and found same flattered him greatly. Why? Because the view taken is of his best appearance. This scheme is used a great deal by manufacturers to show their goods to the best advantage and oftentimes makes a hit with the baker. The picture looks O. K., but does the outfit live up to what appearances indicate? We have lots of good pictures of good working machinery for the baker. They are yours for the asking. Furthermore, when we sell you a machine or oven by the picture we guarantee same to be as good and better than the picture. We don't ask you to sign a contract that ties you so tightly that you can't get your breath. If we had to do that we would not want your business. We don't try to catch you by certain terms and promises, but we do guarantee to live up to our written promises as per contract. Our pictures don't lie. We cannot afford to have them lie because we have a reputation to sustain that is worth everything to us. We make and sell Machinery and Ovens and can equip your plant complete. The largest manufacturers in the world because we make the best only.

WERNER & PFLEIDERER CO.

SAGINAW, MICHIGAN

EMIL STAEHLE, General Manager

Branch Offices:

Philadelphia New York San Francisco

BAKERY EQUIPMENT

OVENS MACHINERY

BAKERS REVIEW

VOL. XXXIII

NEW YORK, JUNE, 1916

No. 3

What Bakers Owe to the Salesman

By Otto Werlin

*"One night a drummer dreamed a dream, and dreaming,
dreamed he died,*

*And straightway to the pearly gates his sin-stained spirit hied.
And there before the saints he stood with down-cast head and
low;*

*"My record's pretty rank," he said, "I guess I'm bound below.
I've smoked a lot and drank a lot; confess all I must,
And flirted, too, and then, besides, Great Heavens, how I've
cussed."*

*The good St. Peter looked at him with kindly smiling eyes,
But shook his head. "Don't ask," said he, "a mansion in the
skies."*

*The sinner bowed, and, in this strain, the aged saint began:
"You've gotten up at 4 a. m. and chased the train a mile,
Amid the train crew's gibes and jeers a-sounding all the while.
And then you found, as usual, the time card playing its tricks,
You've chased the wrong train once again and yours goes out
at 6.*

*You've spent your life at bad hotels and eaten still worse meals.
With oleo and waiter girls all running down at the heels;
You've had your letters sent astray; your trunks have wandered,
too,*

*With porters, clerks, and baggagemen you're in a constant stew;
And once a month you'd see your wife. Now, tell me, is it so?"
"It is," replied the drummer, as he took his hat to go.*

*"Ah, well," said the good St. Peter, as he opened the portal
wide,*

*"I'm very glad to see you, sir, just kindly step inside.
We'll try and make you happy here, we'll do the best we can,
You've served your time in hell, for you have been a traveling
man."*

While on a trip through the beautiful State of Florida, I was involuntarily reminded of the above lines, due to the following incident:

I entered the bakery of Mr. V. located in D. and was greeted by his "better half." The lady, however, spied the "grip" which I was carrying about with me, and immediately mistook me for a salesman. "Whenever I see one of those things," she said in a harsh tone of voice, pointing to my grip, "I know that means trouble." I then remarked that I was not looking for trouble and presented my card. The expression of her face changed at once, she invited me into the parlor, and asked me to be seated. Before I could recover from my surprise at her changed attitude, she related that she and her husband had been in the office of BAKERS REVIEW not a great while since in the hope of meeting me there. While she was speaking her husband entered, and upon seeing me, exclaimed, shaking hands most heartily, "Hello! Otto!", and there before me stood a former fellow-workman, and you can believe it that we were both glad to meet once again. We reminisced, he relating how he left New York, set-

tled in Florida, married and opened a bakery, and belonging to the large family of readers of BAKERS REVIEW, had ascertained the fact that I had changed my vocation from a baker to a traveling man, that I was studying trade conditions throughout the States and presenting my observations through the columns of BAKERS REVIEW. This happy meeting, however, had been almost frustrated, for his wife, spying my portfolio, mistook me for a— salesman.

The foregoing verses describe the troubles of a "knight of the grip," yet only partially so, as the salesman has still other inconveniences to combat. Just as the notorious "mother-in-law" is the eternal target for sarcasm and small jokes, so is the salesman a target for doubtful joking, and sometimes even of derision. He is rarely received kindly by bakers. Often he is regarded by them as a necessary evil—necessary because unavoidable, but nevertheless an evil.

As I have often been taken for a salesman by bakers I have also come in for a share of the "joyous welcome" which awaits them. I therefore resolved to write an article from practical experience in regard to "What Bakers Owe to the Salesman."

Without doubt the baker owes him much. In many instances the salesman offers an investment which means a far greater profit to you than it does to him or the firm he represents. Take, for instance, a bake-shop machine salesman! This man almost talks his head off before he sells you a machine. I have met bakers who have told me that if it had not been for this or that salesman they would not yet have even a dough-mixer, while now their bakeshops are equipped with modern machinery, and they would not part with same unless it could be replaced. They harvest with full hands the benefits of modern machinery, but, as stated before, had it not been for the persistency of Salesman A or B, they would not even have a dough mixer. I leave it to any fair-minded baker to answer the question, as to who derives the larger profits from these bake-shop machines, the salesman, the manufacturer or the baker himself?

There are bakers, however, who hate the salesman as the devil does holy water. Suppose a baker should close his doors to all salesmen, how much would he learn of the work of the outside world? How many profitable opportunities would he not miss? I recollect the time when malt extracts, milk powders, etc., were not as popular in the bake-shop as they are to-day, and when the salesman called on the baker and made practical demonstrations of the benefits to be derived from these and other articles. For a long time the bakers would joke with them, not realizing that by their use they could bake a loaf of bread far superior to the housewife's home-made bread, and that it greatly increased the sale of bread in general. Again I ask who derived the greater benefit from the very first order of powdered milk or malt extract, the salesman, the manufacturer or the baker?

It is an undisputed fact that the traveling salesman is a sort

of "walking encyclopedia," a source of information second only to the trade paper. The salesman is usually a very keen observer and quick to perceive improvements in machinery, methods of operation, etc., and is always ready to impart such information to the baker and to further the baker's interests whenever possible. That his main object is to obtain orders, is understood, as this is his vocation, but should certainly be no reason for not treating him courteously, even if the goods he offers are not desirable.

Unfortunately, there are many bakers who consider the salesman as nothing but a "sleek article," simply out on "the make," seeking to shear his victim of his cash, whether or not his goods are of any value to the purchaser. No, Bakers, the salesman is a man who works hard to make an honest living, and if you are broad-minded enough to study him a little closer you will find that he is remarkably like yourselves. You are the boss and if his wares do not interest you, the privilege is yours to refuse them, but it is to your advantage to show the salesman the same consideration and courtesy that you would like to receive if you were in his place. The man on the road appreciates courtesy more than you or others because it is shown him so rarely. There may be, of course, a few tactless, insistent salesmen, who make themselves obnoxious, who do not deserve consideration, but I believe that every baker will admit that salesmen in general are gentlemen, that they are tactful and possess a wonderful amount of patience, often discussing at great length the advantages of an article which would bring a large profit to the baker and but a small one to themselves, but still the baker turns a deaf ear. Very often the salesman is made to wait an unreasonable length of time before being granted an interview by a baker. How could you expect to see a smiling face if one has to wait a half hour or longer? Anyone would become disgruntled under these circumstances. If the baker is not willing to see the salesman, let him say so frankly, and do not waste his time, as his "time is money" as well as the baker's.

If the goods offered do not appeal to the baker, then dismiss the salesman politely, as he may again be in your town and may have an attractive article of value to you. Of course, there are many bakers who treat the salesman with due consideration, but there are many others who do not, and who should show him more courtesy, for

*He is a jolly fellow,
Giving you a glad hello!
With his winning, helpful way
As he travels day by day.*

* * *

Kentucky Convention October 17 and 18

The Executive Committee of the Kentucky Master Bakers' Association met in Louisville recently and selected October 17 to 18 as the dates for the annual convention to be held at Paducah. George Tomppert, of Louisville, was appointed chairman of the Program and Badge Committee; and Frank Kirchoff, of Paducah, Ky., chairman of the Entertainment Committee. Charles Pfeffer and John Burns, the Committee on Constitution and By-Laws, made a report at the meeting which was presided over by President J. A. Flaherty, of Covington. All members were present with the exception of Wm. Traxell, of Maysville.

* * *

Rotary Clubs to Hold Bakery Section

At the convention of International Rotary Clubs to be held at Cincinnati during the week of July 16, there will be a special meeting of the bakers' supply trade section, which is being organized and is under the direction of John Jaburg, Jr., of New York, as chairman, and Harry Lockwood, of Cincinnati, as vice-chairman.

The bakers also will have a special section with John Korn, of Quincy, Ill., as chairman, and Ben S. Weil, of Cincinnati, Ohio, as vice-chairman.

The Tri-State Program

The program for the third tri-state convention of the Ohio, Indiana and Michigan state associations has just been announced. The convention will be held in Toledo, Ohio, June 6, 7 and 8. Here is the program:

Business Program

Tuesday, June 6th, 1916—9 A. M.

Convention called to order by President E. D. Strain.
Address of welcome by Mayor Milroy, of Toledo, Ohio.
Response to the Mayor's address by W. E. Sheill.
Reading of communications and greetings from other associations.
President's Annual Address.
Reading of minutes of the previous meetings by the secretary.
Reading of new Constitution for adoption.
Report of committees.
Treasurer's report.
Address, Subject: "Bread Making Methods," by Julius E. Wihlfahrt.
Address, Subject: "Shop Management and Bakery Products," by Harry J. Gobrecht.
Discussion after each address.
Question Box.

Wednesday, June 7th, 1916—9 A. M.

Convention called to order by President E. D. Strain.
Unfinished business of the previous day.
Address, Subject: "Bakery Accounting Methods," by J. J. Hennessey.
Address, Subject: "Sales Promotion," by S. W. Tredway.
Discussion after each address.
Question Box (continued).

Thursday, June 8th, 1916—9 A. M.

Convention called to order by President E. D. Strain.
Unfinished business of the previous day.
Address, Subject: "The Baker's Paradise," by Wm. Bruce Lefingwell.
Discussion.
Nomination and election of officers for the ensuing year.
Selection of next convention city.
Installation of new officers.
Adjournment.

Entertainment Program

Tuesday, June 6, 1916—2:30 P. M.

Ladies leave Terminal Building for trip through the Lake Side Biscuit Company plant. Each lady will be presented with an elegant souvenir.

Tuesday, June 6, 1916—8 P. M.

Grand reception and dance at Terminal Auditorium.

Wednesday, June 7, 1916—A. M.

Shopping tour or go as you please.

Wednesday, June 7, 1916—2 P. M.

Automobile trip to The Woman's Building where luncheon will be served and then to the Toledo Art Museum and Fort Meigs, returning to the city at 5 o'clock.

Wednesday, June 7, 1916—8 P. M.

Moonlight ride for all on Lake Erie.

Thursday, June 8, 1916—A. M.

Shopping tour or go as you please.

Thursday, June 8, 1916—4 P. M.

35-mile trolley ride along river, Bay and Lake to Toledo Beach for luncheon. Every one invited. Cars will return every half hour.

* * *

California Bakers Preparing

The annual convention of the California Master Bakers' Association will be held in Oakland, Cal., next month. The Hotel Oakland will be convention headquarters. J. Wittenberg is chairman of the local committee on arrangements.

Reasons for Figuring Costs Accurately in the Small Bakery

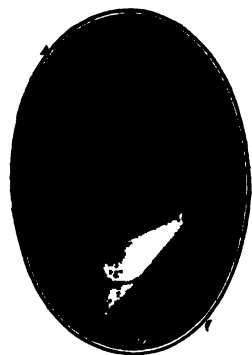
By J. A. Winkelman, Memphis, Tenn.*

THERE are countless convincing reasons "Why a Small Baker Should Figure Costs," but the wisdom of a Solomon would be taxed to satisfactorily explain why a baker, large or small, does not figure them.

Perhaps the situation may well be likened unto the man who knew 999 good reasons why he shouldn't take a drink, but who, when in the mood to indulge, could never think of a single one of them.

Unless one knows the truth of his business, there will always be an element of vexatious doubt about it.

Viewed from the present standpoint of the abnormal ingredient market, it would seem that self-preservation would impress the necessity of some get-together movement of cost figuring.



J. A. WINKELMAN

But there is some sort of explanation for every situation.

This thought recalls a recent visit to an insane asylum. While conducting our party through various departments of the institution, the guide occasionally referred to the ward in which the violent males were quartered. Upon reaching this location, the visitors were surprised to see the keeper sitting quietly among them, peacefully reading.

One of the party made bold to ask "If he didn't think he was exposing himself to attack by one of the dangerous men?"

"No, there is no fear that any one of these people will molest me."

"But," continued the visitor, "suppose they should all get together?"

"My friend, there is absolutely no danger whatever, of all these inmates ever getting together—why, man, they're crazy."

Failing to systematize, the baker plods in darkness, and necessarily is in ignorance of valuable details vital to the very life of his affairs.

AN OBJECT LESSON

An object lesson in this regard is emphasized in the case of a man conducting a combination cake and bread business, and whose output, some few years since, averaged about \$2,000 per month in cake, and 160,000 single counts in bread.

Bookkeeping consisted solely of a cash and check book, while employes of the two departments dived into supplies with a free hand, with no attempt whatever at checking. System was suggested, and with its installation came revelation.

Previously a daily blanket bread order was handed the foreman, and it was executed in "hit-or-miss" fashion, with the result of an overage of hundreds of loaves one day, and perhaps an equal shortage the day following.

A month's trial of systematization gave my friend a distinct shock. He had been so busy night and day doing a little of everything that nothing received proper attention. He suddenly woke up to the fact that 1400 pounds of flour had vanished in thirty days through the medium of machine and bench dusting; that 280 pounds more had fluttered hence in mixing room dust, while 2300 pounds—more than 3 per cent. of total flour used for month—took flight in invisible loss. Another eye-opener was the fact that 100 pounds of pure lard and 10 gallons of

oil made an exit in pan and machine greasing, while 30 pounds of compound and several gallons of oil melted into the troughs.

When the returns were all tabulated, the sweet doughs disclosed an unending clamor for raisins, citron, butter, eggs, mace, cinnamon, nuts, granulated and powdered sugars, etc. Previous to this time, in vagrant efforts to occasionally estimate the ingredient and expense cost of a mix, some of these items were entirely overlooked, while the others were recorded far below amounts of actual consumption, and with the inevitable invisible loss entirely ignored.

The situation confronting this surprised baker provoked deep thinking. The thinking begot courage, and an immediate advance of half a cent per loaf, in the wholesale price, was the result. The office now supplies the shop with an individual batch sheet for each dough, which accordingly produce, approximately, the amount of bread desired, and with the result of uniformity of product. The business of this particular baker having doubled since systematizing, he is substantially of the opinion that there is every reason "Why a Small Baker Should Figure Costs." For it is the direct path from "rut" to progress—a safe and sure road to profit—the one broad avenue to the goal of success.

THE IMPORTANCE OF SYSTEM IN THE SHOP

System sets an example of economy for employes. They readily enter into its spirit, rendering co-operation that is mutually beneficial to all concerned.

In a small shop, where no system existed, a sponge cake was being made, from a cheap mixture, the output of which was from ten to twelve daily, selling at ten cents each. The baker was taken ill, and a substitute employed. The new man improved the quality of this particular mix by the use of eggs. The appearance was the same, but the taste vastly enhanced. Patrons readily detected the improvement, and sales leaped from a dozen to 200 daily, to the neglect of other lines. One day the proprietor suggested that the cost of this sponge cake be figured, and was amazed to discover that the total of ingredients alone showed a loss of two cents per cake, the consumers reaping the dividend from his contribution of labor, overhead, etc.

This particular baker soon became absorbed in thought, and the study evoked figuring that resulted in an increase of selling prices in general. And the moral is, that he commenced to make money.

SYSTEM IS ECONOMICAL IN UPKEEP

Many bakers refrain from the installation of a cost accounting system, fearing the work involved, and attendant expense. When the routine is once in effect, the whole matter is surprisingly economical as to upkeep, while the results are beyond computation. The main thing is to keep an accurate record of output and of ingredients used. Then, when the overhead, labor and expense items are arrived at, it is plain sailing. It is not necessary to figure daily the cost of each batch. A simple plan is to go over your baking list and figure the cost of each article produced. For example, take a batch of cakes in which, perhaps, the following ingredients were incorporated:

10 lbs. Butter	\$1.90
1 oz. Baking Powder01
10 lbs. Eggs	1.95
10 lbs. Flour32
10 lbs. Granulated Sugar62
Flavor02

a total of\$4.82

*Paper Read at the Southeastern Masters Bakers' Convention.

This batch produces, say, a finished product selling at \$9.50. Therefore, we find a charge against this selling price, of:

Ingredients	51%
Labor, say	13
Overhead, say	5
Cake expense, say	7

A manufacturing total of	76%
Then add selling expense, say	6%

And you have a total expense of 82%

Such figures may be tabulated upon an individual card, suitably printed, with names of various ingredients thereon, and may be gone over occasionally, when material prices fluctuate. If it then be ascertained that certain lines are unproductive, the proper remedy may be applied. Either discontinue the manufacture of such articles, reduce size or weight, change the formula, or slap on the "Sustaining pedal"—the safe refuge—by increasing the price.

A business may manufacture, daily, a few lines, the loss upon which in a year's time, will assume amazing proportions. For instance, in a large Ohio city, a fair-sized concern, which, in general results, had made some money for years, featured, profitably in its retail store (based upon volume of sales), an excellent five-cent mince pie. One of the wagon salesmen, operating a route weak in bread output, gradually made up the deficiency—gross—by pushing these pies—at 40 cents per dozen push.

There was constant shrinkage in the cash balance of this firm, and an expert was employed to install system. Analyzation proved that the route just referred to—withstanding its large returns—was absorbing the greater portion of the profits of the other wagons. Figuring disclosed the fact that there was an actual net loss of twelve cents on every dozen sold—and the man was sure some pusher of dozens.

The firm in question never, for a moment, considered that so small an article as a five-cent pie could play such havoc, and permitted this species of brilliant merchandising to maintain for many months, simply through failure to count the cost.

It is hardly necessary to add that pie pushing, on that plan, was immediately discontinued.

THE TIME CONTRIBUTED BY BAKERS' FAMILIES

It is a lamentable fact that many small bakers give scant consideration to valuable time contributed by their wives and families.

They perform tasks, at times, much more satisfactorily than hired help, and frequently when it is impossible to obtain outsiders to assume the awkward hours necessitated by the requirements of the average small baker. Such labor should have fair measure when computing the cost of product.

Figuring costs will not only determine you to check ingredients against production, but will suggest caution in eliminating shrinkage at the onset by the careful checking and weighing of all supplies received. Oversight at this point is a 100 per cent. loss, pocketed by carelessness.

THE IMPORTANCE OF CHECKING

A few weeks ago an item of citron, billed at 106 pounds, attracted attention. This ingredient was packed in four cartons, each plainly labeled 24 lbs. net. The total weight, including tare, was exactly 100 pounds. Each carton weighed three pounds—a total tare of twelve pounds. Had that bill been carelessly passed—the price was 15c—\$2.70 would have been paid for something never received. The same invoice developed a shortage in caraway seed of four pounds, at 14c.

The total shortage in this bill amounted to \$3.26. Gentlemen, how many times is this experience duplicated in the course of a year in your various establishments? And how much bread and cake must you sell to counteract the amount involved in such unnecessary waste?

The same underlying principles form the small baker's business as those of our mammoth department stores, factories, and railroads—the desire for profits. None of us is in business just be-

cause the great mass of people must eat, nor are we up and at it daily merely to be doing something, but rather from a sense of self-preservation—to secure for ourselves some of the luxuries of this world.

A man's business grows. It becomes larger, whether through location, community, necessity, or the superiority of product. Gradually complications arise—more capital is needed. On the other hand, the establishment fails to come up to the expected for opposite reasons than those just named. This, too, requires serious attention—a mobilization of forces, financial, physical and—above all—mental.

In a large Pennsylvania city three brothers fell heir to a bakery. The eldest was administrator of the estate, and manager of the plant. One brother was bookkeeper, the other a wagon salesman. In the shop were four workmen who had each operated individual bakeries, and had failed. Their slipshod methods, together with rising cost of materials, almost presented the institution with a receivership, as the concern rapidly floated into debt. The bookkeeping brother wanted system, while the one on the wagon demanded excessive size—to compete with cheap trade—as well as quality and bloom, to offset up-to-date competition—two extremes that do not dwell in practical harmony.

A cost system was installed by an expert, who quickly analyzed conditions. He found that some of the wagons were being operated at a loss, particularly that of the brother who prided himself upon a business of \$250 to \$275 a week. Digging into costs disclosed the fact that much of the cake-shop product was marketed at a loss. This knowledge stimulated the business, through an increase in the proper lines, and the drivers were taught to hustle for the right kind of sales.

This concern soon began to make money. The brother manager ceased to worry about things that never materialized. With a clearer vision, and more useful energy, he was enabled to renew his efforts with added zest, resulting in that temperament so essential to real success—a happier frame of mind.

System, to the smaller baker—whose situation is in no wise different from that of his larger and more successful competitor—means to know exactly what he is doing. It means for him to realize just where best to employ his energy, for in the intelligent application of same he must of necessity forge ahead for better results.

RETAIL BAKER USUALLY TOO LENIENT

As a rule, the smaller baker, considering himself "boss" is apt to be too lenient. The leaks are not properly observed, while indifferent help consumes too much of the profit, unless properly checked.

A good employe readily detects the drift into which a business gravitates. When lacking confidence, he consequently loses interest, and—seeks another job.

The man without system, worries about what "system" will cost, and the supposed trouble. He is afraid of the work.

The man with system is alert to the times. He does not worry himself over imaginations, but he decidedly does worry the things that do not produce, hence gets there.

There is abundant space for the progressive baker. However, he who drags behind is enshrouded in eclipse of his own making. He places a millstone about his own neck, to be finally consumed by livelier competition.

Some of you gentlemen can no doubt cite instances in times past, where comfortable fortunes have been made in the baking business where absolutely no system predominated. But, could such experiences be repeated to-day? Could you invade a new field successfully unless fortified with the intelligent conditions prevailing there? It would, indeed, be a hopeless task.

Bread shipping is the most deceptive feature of the baking business. Like "stealing second," it is usually a delusion and a snare. A small Michigan town presents the case of a man who shipped forty loaves, twice a week, to a nearby resort, and who was all kinds of "chesty" over the achievement. The consideration was the munificent sum of \$1.40, prepaid. The container

was a sugar barrel, worth 15 cents, covered by a jute sack valued at 7 cents, and the expressage 30 cents. The ingredients cost figured 63 cents—a total expense of \$1.15—with no allowance for shipping and shop labor, overhead, etc. When it was suggested that these items should be considered, this shipping genius couldn't see it. All he could see was a clear profit of 25 cents, as "The rent, insurance, taxes, and the like, had to be paid anyway, while he and his two boys did all the work."

This line of action is something like the Texas negro who "mopped up" selling turkeys for \$1.00 that cost him \$1.15 each, and whose response to all amazed inquiries was, "Yes, but look at the business I'm doing."

THE BIG EXPENSE IN SHIPPING BREAD

Gentlemen, do those of you who indulge in the delights of bread shipping realize that no other branch of the business exacts a greater toll of expense? Among which is the cost, loss and life (or rather death) of baskets, together with tags, invoices, bookkeeping, expressage out and return on empties, labor involved in packing, and in keeping track of outstanding containers. Not forgetting postage and statements, the luxury of bad accounts, and the expense of an occasional misdirected package. This burdensome tribute thoroughly punctures the returns from a forty-loaf shipment. "But, just look at the business we're doing!"

A cost system spells efficiency. It brings out, forcibly, both the weak and strong points of any business. The leaks and waste represent profits—the life blood of business, which, if allowed to be frittered away, will stagnate or paralyze.

If the small bakers do not figure costs, and know what amount of money it will take to produce what they sell, the chances are that when the great future unfolds itself, we shall still find them classed as small bakers.

If you do not know how much money you are making, what method will you pursue to figure your losses?

Science teaches us there is nothing new under the sun, and that the so-called new discoveries are but the application of natural laws and elements. The combination being simplicity itself, the wonder is that some one "had not thought of it before."

A cost system will reveal a number of things about your business that will astonish and astound you. It, too, is so simple, that you will ask: "Why hadn't I seen these things before?"

It is truly the great educator that brings directly home the real knowledge of what you are doing. It is the liberator from the chains of worry and uncertainty, and places the small baker upon the road of self-confidence, aggressiveness and success.

Business is for real men. It is a survival of the fittest, and no baker can make profits by estimating or guessing costs. A cost system is truly the master key that unlocks the doors that have hidden costly leaks and waste—it is the searchlight that uncovers those dark forms of worry, despair and failure, because it unfailingly points to a thorough, intimate knowledge of business, and ultimately leads to success.

SUCCESSFUL BAKERS FIGURE COSTS

Two men started in the baking business at the same time in a Southern town, within a short distance of each other. One figured costs, under which guidance his business prospered. The other man was so busy underselling his competitor that "he just didn't have time to figure." His only recourse was cheapening of product, which path led him to bankruptcy, while intelligent application brought prosperity to the man who maintained both price and quality.

The successful bakers, the men who have made names for themselves, as well as accumulating money, are the ones who figure costs. No elaborate system is necessary, but one should know, to a reasonable certainty, just what he is doing.

The first question in any business crisis is: "What has all this been costing?" "How can we meet the emergency?" Without a cost accounting system one is upon an uncharted sea. There

may be rocks ahead, and the good bark of the unthinking baker goes to pieces on the shoals—the bankrupt court.

Arouse yourself from that comatose condition superinduced by the feeling of self-satisfaction and conceit. Your trade has not given you a 99-year franchise on their business. Nor is it sacred unto you. Unforeseen condition may arise. It may be freaky, daring competition, intended to attract attention to a new arrival. New blood may be transfused into the atrophied veins of one whom you thought a fossil. Such conditions can only be met fairly and squarely to your own interests, and to that of your trade, by some measure that counts the cost.

It is a psychological truth that everyone likes a successful man, or that they prefer doing business with a growing concern. And when you can command that public impression of success and growth of your business, it will gain a momentum sure and lasting. All men should be masters of their fates. And a business is analogous to life itself. It must have a preceptor unfailing in times of need. The guiding hand must act with precision, controlled by a perfect knowledge of possibilities.

Put it down on paper. Make a record of it. You keep account of what your customers buy, providing the credits are good. Surely you say that is a business essential. Now, then, to follow that thought, "It is a business essential" to a logical conclusion, isn't it just as necessary to know how much it costs to produce 1,000 loaves of bread, or a batch of cakes, as it is to keep a record of accounts? By the way, how would you know what would be a fair selling price if you didn't know the cost of batches? Guess at it? Flour may have taken an upward shoot, lard and oil advanced, sugar and other ingredients soaring. These are all vital elements. Put it down on paper. Figure it out. There will be many interesting revelations.

The light of knowledge that will come to you will be like that which came to Paul, on the road to Damascus. Powerfully, convincingly, and it, too, will convert you.

Loosen the shackles of uncertainty and ignorance that hold you in the mire of worry and discontent. Embrace the new creed—"KNOW YOUR BUSINESS." Possess the knowledge, confidence and security that you are making profits instead of shouldering losses.

* * *

Jay Burns on Pacific Coast

Jay Burns, president of the National Association of Master Bakers, has been in California for the past week calling on the leading master bakers of Los Angeles and San Francisco. At Los Angeles he was tendered a reception on the evening of May 16th; and on the evening of May 20th he was received by the San Francisco bakers at the St. Francis Hotel. From San Francisco, President Burns went to Tacoma, Wash., to attend the convention of the Pacific Northwest Master Bakers' Association in that city. From Tacoma, Mr. Burns goes to Salt Lake City.

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Coming Conventions

- June 6-8—Tri-State (Ohio, Indiana and Michigan) Annual, at Toledo, Ohio.
- June 7—New Jersey Annual, at Schwaben Hall, 593 Springfield Ave., Newark.
- June 12-14—Pennsylvania Annual, at York, Pa.
- June 12-15—Trans-Mississippi Convention (Iowa, Kansas, Missouri, and Nebraska), at Omaha, Neb.
- June 13—California Annual, at Oakland, Cal.
- June 20-22—Biscuit and Cracker Manufacturers' Annual, at Hotel Sherman, Chicago, Ill.
- June 26-27—New York State Annual, at the Bronx, New York City.
- August 7-11—National, at Salt Lake City, Utah.
- October 10-11—Wisconsin Annual.
- October 10-12—New England Tri-State, Annual, at Portland, Me.
- October 17-18—Kentucky Annual, at Paducah.

Program for National Convention in Tentative Form

THE program committee of which Henry W. Stude, of Houston, Texas, is chairman this year, has announced in a general way the proposed make-up of the National convention program, which will bear directly upon two principal aspects of the baking industry in this country to-day, viz. The necessity, from a success point of view, of more accurate and reliable knowledge as a basis for business operations, versus dreams and guesswork; and the direct practical advantage to the industry, individual and collective, of hearty and unreserved co-operation of bakers in their various organizations, and of the organizations with each other.

(a) In the first group there will be a discussion under the general topic of *Ten-Cent Bread* and why it is believed to be the next big step to take in meeting the steady advancement of costs. If this belief is well-founded, and a general agreement can be reached within the near future, it will require a large co-operative campaign, first to secure the data to prove or disprove it, and second, to realize on it, if proved.

(b) The committee is going to provide a speaker of national reputation (and has the matter up with him at the present time) who will talk to us in plain layman's language on the much neglected but vastly important subject to the commercial baker, of *Raw Material Tests*, and it is desired that this address shall be a practical instruction in the simpler tests which the average small and medium class baker should employ regularly in his business, but does not, to anything like the extent he should.

The effect of a development in this respect would be immediately seen and felt, not only in the improvement of product and sales, but in reduction of bakeshop troubles, and the improvement in supplies offered the bakers.

(c) The very important trade question (now before Congress as embodied in the so-called Stevens bill), of the manufacturers' right to insist upon the maintenance of a standard "retail" (in the case of the baker "retail") price for standard products, and how this question affects the baking industry, will be fully explained. Bakers do not seem generally to recognize the full significance of this subject and its growing effect on their business.

(d) The importance, nay, the absolute necessity of cost-keeping records to the baker who is unwilling to fail and drag down his immediate competitors with him, will be covered in a helpful and constructive way.

(e) The welfare of employes, their encouragement to more intelligent effort and greater loyalty by considerate treatment, will be discussed as a now recognized and generally conceded, but largely undeveloped resource of the modern bakery employer, the practice of which should be much wider spread than it is.

PREPARING FOR THE FUTURE

Then under the second general head there will be talks (chiefly by the officers of the association, followed by a full and free discussion), of how the industry must prepare itself to meet the future, which will undoubtedly unfold problems that will require all of our business ingenuity and courage to meet and to solve, and which no individual nor group of individuals, nor state, nor yet group-state associations of bakers, can hope to meet and solve by themselves successfully. Some large ideas will be advanced as to how some of the more probable and discernible of these problems may be met in advance, by taking the field ahead of trouble, and building up our national defense, until the industry shall be prepared to meet any but the most unexpected issue.

The convention will undoubtedly have the pleasure of hearing from some representative Western baker, a statement of in-

dustrial conditions in his section of the country, which ought to be of real incidental interest to the wide-awake business men who will attend. We hope that many of these Western bakers will be heard from the floor. It is their convention to a large extent.

A PAY AS YOU ENTER LUNCHEON

The program committee has several partially undeveloped convention features in mind, which are intended to foster, to the utmost, a proper convention spirit.

One of them is a pay-as-you enter luncheon, on the first day of the convention after arrival, at the headquarters hotel. The ticket which each member will receive for his 50c or 75c will designate his seat and *he must sit in it*. The chairs will be grouped around tables accommodating about eight each, and the ticket numbers will be so arranged that each member will lunch and chat with seven other members whom he may never have met before. If he doesn't enlarge his circle of acquaintanceship it will not be the fault of the committee.

EXECUTIVE MEETINGS FOR ACTIVE AND ASSOCIATE MEMBERS

There will be but one session on Wednesday, an executive session, and it will start at ten o'clock and last until there is nothing left to talk about. While this session is on there will be another attended by associate members only. Mr. Stude will call this second meeting to order, explain its object, and turn it over to some chairman named by the meeting. Its object will be to provide associate members with a convenient opportunity to discuss among themselves, in executive session of their own membership, any subject that may interest them as members of the National Association, and to take any steps they may consider desirable, or formulate the expression of any views they may desire to present.

For as Mr. Stude says in a letter to the undersigned on this subject: "It is my impression that when we invite a man to become an associate member we want that membership to mean something; at least something more than the right to buy 'food and licker' for the regular member."

In general, it may be stated that the cardinal fault of the Columbus program will not be repeated at Salt Lake. The program will not be over-crowded, and there will be plenty of time for discussion. We want everybody to feel free to enter into the discussion if the spirit moves him and he has something to contribute; and so far as our program speakers are concerned, we hope that all of them will leave off the frills and apologies, and get into the meat of their talks without unnecessary delay.

Something More About Salt Lake City

By Jessie E. Karkeet

The famous Mormon Temple is not the only building of historical interest in Salt Lake City; there are quite a number of others. Most of them are old, of course, but they were so strongly built and are so well preserved that you would never guess their age except, perhaps, for the architecture.

One of the oldest of these buildings is the Salt Lake Theatre, which brings to mind the fact that Salt Lake City is, and always has been since its settlement, the biggest show town for its size (130,000) in the United States.

But, in regard to the buildings, there are in Temple Square, in addition to the famed temple (upon which you may look, but may not enter unless you are of the faith) the Tabernacle and the Assembly Hall.

The Tabernacle is unique, in the true sense of that much abused word, and it is open to the public. The shape of it is odd, for one thing, being a huge elliptic with seats enough for

8,000 people; and then, when the structure was built nails were worth their weight in gold, so wooden pegs were used. Of course, repairs these days are made with iron nails and modern materials, but the original construction had nary a nail.

A pin dropped on the floor of the big auditorium can be heard all over the room; and because the acoustics are so nearly perfect, absolute silence is required during the free organ recitals given every day at noon, except Sundays, during the summer season. The doors are locked so that the musician shall not be disturbed, and that the wonderful harmony from the organ may not be dissipated. This organ was constructed by Utah artisans from native material and is one of the finest in the country. It has been "gone over" many times, and is even now being renovated, and the improvement is expected to make the instrument more wonderful than ever.

The Assembly Hall is a gray granite building, used for concerts, religious meetings, etc., for which the Tabernacle might be too commodious.

Temple Square is surrounded by a 15 foot wall, a gate on each four sides and visitors are permitted to enter during the day; a bureau of information answers all questions and a guide conducts the stranger over the grounds and through the Tabernacle.

East a block or so is a long, many gabled gray stone building known as the Lion House; here are the offices of the Mormon church, and across the street is Amelia Palace, the former home of Brigham Young's favorite wife.

In this neighborhood is Social Hall, the first theatre built in Salt Lake, and the Salt Lake Theatre which was 54 years old March 8, 1916. This theatre is one of the oldest theatres in the United States, it has never been rebuilt and has always been the leading playhouse of the city.

An example of Salt Lake's progress along theatrical lines is The American Theatre, built exclusively for motion pictures at a cost of \$183,000. It is a magnificently furnished and equipped theatre and in addition to the pictures makes a feature of high class music; a twenty piece orchestra, and a musical library of over 3,000 complete orchestrations, make this possible. There is no theatre in the country equal to it, unless perhaps it is The Strand in New York City. The Empress is another fine playhouse recently converted into a movie theatre; there are a dozen or more other photoplay houses, and a splendid stock company holds forth at The Wilkes; and no matter what night you go, or to what show you go, every house is always filled, for Salt Lake is a city that has been trained since infancy to enjoy the good things of life, and the theatre, music and dancing find many willing devotees.

* * *

Big Field For Commercial Cars In Smaller Cities

The theory that the market for commercial cars is restricted pretty much to large cities is disproved in figures compiled by the Studebaker Corporation and announced through Henry T. Myers, sales manager of the commercial car division.

"Commercial car sales in towns from 5,000 to 50,000 inhabitants are considerably greater in proportion to the population than in the large cities, says Mr. Myers. "We can name instances even where Studebaker commercial car sales in certain small towns have been in excess of pleasure car sales during the past four months.

"There are several Studebaker commercial car dealers who in the past three months have sold between ten and twenty-five commercial cars in towns of not over 35,000 population. One dealer who lives in a town of a population of some 35,000 people has sold as many commercial cars to merchants in various trades, as the total sales of each of three large branches.

"Selling commercial cars is not a matter of location or population. It is wholly a matter of getting out and going after commercial car business along well defined and systematic lines."

Preparing For The Pennsylvania Convention

The program for the eighth annual convention of the Pennsylvania Master Bakers' Association is now complete. The sessions will be held at the Colonial Hotel, York, Pa., on June 12, 13 and 14. The local arrangements committee has practically finished its preliminary work, and they now await the call to order. Here is the program:

Monday, June 12th

8 P. M.—Reception and Dance at Colonial Hotel.

Tuesday, June 13th

9 A. M.—Convention called to order by President Hohn Haller, Altoona.

Address of Welcome by Mayor Hugentugter.

Response by Treasurer W. A. King, Wilkes-Barre.

Reports of President, Secretary and Treasurer.

Address: "Refrigeration," by Thomas Shipley.

Address: "Bakery Legislation," by John Price Jackson, Chairman, Pennsylvania Department of Labor and Industry.

Address: "Cakes as a Side Line," by Horace W. Crider, Homestead, Pa.

Greetings from the N. A. M. B., by W. E. Long, Chicago.

Illustrated Lecture, by W. B. Leffingwell.

Nominations for Officers and Place of Meeting for 1917.

While the men are in session the ladies will meet in the main parlor of the hotel and form an auxiliary organization.

In the afternoon there will be a motor ride through beautiful York County in cars contributed by the Pullman Automobile Co., of York, Pa., leaving Center Square about 2 P. M. This ride will include a visit to Glen Rock and the bakers' machinery plant of the Read Machinery Co., where light refreshments will be served. The party will return to York about 6 o'clock. In the evening there will be cards, music and dancing in the ballroom of the Colonial Hotel.

Wednesday, June 14th

9 A. M.—Convention called to order.

Address by Max Strasser, Honorary President of the New York State Association of Master Bakers, on "Needs of the Modern Merchant Baker."

Address on the Bakers' Home, by A. W. Kley, Phoenixville, Pa.

Address: "Benefits of the Trade Paper to the Small Baker," by Albert Klopfer, New York.

Address by J. E. Wihlfahrt, New York.

Question Box.

Address: "What Machinery Has Done for the Baker," by H. Read, President of the Read Machinery Co., York, Pa.

Election of Officers.

Report of Committees.

Adjournment.

Wednesday afternoon, following the adjournment of the business meeting, the time will be devoted to amusements. In the evening the annual banquet will be held at the Hotel Colonial.

On Thursday arrangements have been made for a side trip to the Battlefield of Gettysburg by automobile, leaving York about 9 A. M. This is a beautiful and inspiring trip and every one should take advantage of the opportunity to visit this historic field. Luncheon can be served at the Eagle Hotel or Hotel Gettysburg at your individual expense.

* * * New Knighton Representative

Earl L. Reifsnnyder has become associated with Samuel Knighton & Son, the well-known flour merchants of New York City, for whom he will travel in New York State territory. Knighton & Son have expanded considerably in the past year, and are now one of New York's largest flour-merchandising concerns.

Samuel Knighton, senior member of the firm, returned on May 23 from a month's trip throughout the Western wheat-growing territory, including the States of Illinois, Missouri, Kansas, Oklahoma, Iowa, Nebraska, Minnesota and North and South Dakota.

Trans-Mississippi Program

The committee having in charge the program for the forthcoming Trans-Mississippi master bakers' convention, have announced an excellent series of talks and discussions that will make the convention one of the most interesting of the year. The convention will be held in Omaha, Neb., June 12 to 15. Arrangements are almost complete also for the exhibit of bakers' machinery and appliances that will be one of the big features of the meeting. The bakers of Iowa, Kansas, Missouri and Nebraska are working harmoniously to make their first joint convention a big success.

The following program has been announced:

Monday, June 12th—First Day

10 A. M.—Executive Committee meeting. Registration and Enrollment of Members.

8 P. M.—Initiation Ceremony. Ak-Sar-Ben Den.

Tuesday, June 13th—Second Day

9 A. M.—Registration and Enrollment of Members.

10 A. M.—Opening of Exhibition and Convention. Address of Welcome by Hon. Mayor Jas. Dahlman.

Response by President P. F. Petersen.

Greetings from the National Association, represented by Fred Freund, St. Louis.

Greetings from the different Associations.

President's Address.

Appointment of Committees.

Reading of communications.

Paper by Frank Rushton, Rosedale, Kans.

Discussion led by Fred Freund, St. Louis, Mo.

Paper by F. C. Stadelhofer, St. Louis, Mo., "Odds and Ends About the Baking Industry."

Discussed by Jacob Schouten, Keokuk, Ia.

Wednesday, June 14th—Third Day

9:30 A. M.—Registration and Enrollment of Members.

Question Box.

Paper by Leon Mulgrew, Dubuque, Ia.

Discussed by Henry Hohengarten, St. Louis, Mo.

Paper by Harry Gobrecht, Chicago, Ill.

Discussed by Chas. H. Allstedt, Waterloo, Ia.

Paper by Jay Burns, "A Greater National Association of the Baking Industry."

2:30 P. M.—Sectional meetings of different State Associations.

Thursday, June 15th—Fourth Day

9:30 A. M.—Paper by Harry Boeckenhoff, Des Moines, Ia., "Profitable Retailing."

Discussed by Chas. Ortman, Omaha, Neb.

Paper by A. T. Seeley, Lincoln, Neb., "Profit on Retail Wagons."

Discussed by M. Hoffmann, of St. Louis, Mo.

Discussions of questions.

"Wonders of Western America." Illustrated lecture by W. B. Leffingwell.

Unfinished business.

New business.

Report of Committees.

Report of Secretary and Treasurer.

Nominations of Officers.

Election of Officers.

Selection of meeting place for 1917.

Introduction of new officers.

(Adjournment.)

Convention will work positively on schedule time. A wonderful exhibition has been arranged, which should be of interest to every baker.

The local Entertainment Committee is arranging special entertainment for the ladies and something unusual is promised for the evening entertainment at the Auditorium..

Louisville Celebrates

The Louisville Master Bakers' Association celebrated its eighth anniversary with a big entertainment held at Turner's Hall on the evening of April 25. The anniversary day falls on the twen-

ty-second, but was postponed until May 2 on account of Easter and later changed. There were about 175 people present including bakers and members of their families. J. H. Jones presided as toastmaster. Interesting talks were delivered by the president and past presidents of the organization on the work of the local and State organizations, and by members of the ladies' auxiliary club. Refreshments, dancing, etc., added to the pleasures of the evening.

* * *

New York State Convention

The executive committee of the New York State Association of Master Bakers have decided upon an unusually interesting program for the annual convention of that organization, which will be held at Ebling's Casino, Borough of the Bronx, New York City, June 26, 27 and 28. The program has been arranged as follows:

June 26th, 10:00 A. M.

Opening of Convention by President, Adolph J. Gundormann.

Address of Welcome by Honorable Douglas Mathewson, President of Borough of Bronx.

Response.

Roll Call of Delegates.

Reading minutes of 20th Convention.

Report of President.

Report of Secretary.

Report of Treasurer.

Appointment of Committees on Credentials and Auditing of books.

Address by Lucius P. Brown, Director of the Bureau of Food & Drugs, Department of Health, City of New York: "Modern Ideas in Bread Making."

Address by Mr. Bachmann: "Modern Cake-Baking, Especially in Reference to Package Cakes."

Address by John H. Haaren, Associate City Superintendent of the Board of Education, City of New York: "What New York City is Doing to Develop Competent Workmen."

Address by Henry E. Jenkins, District Supt. in charge of Evening Schools of the Board of Education, City of New York: "Continuation Work in Evening Schools."

Address by Morris E. Siegel, Principal, Murray Hill Evening Trade School, City of New York: "The Continuation Class for Bakers at the Murray Hill Evening Trade School."

Reports of Committees on Credentials and Auditing of books.

Opening of question box.—Answers.

Discussion of the addresses made during the day.

After adjournment the delegates will visit in a body the Bakers' Trade School of the City of New York, which will be in operation for the benefit of the delegates.

Tuesday, June 27th, 10:00 A. M.

Address by Dr. Edward P. McKeefe, of the Department of Agriculture, State of New York: "Butter Spices and Flavoring Extracts."

Address by Henry Fluegelmann, Attorney for the New York Merchant Bakers' Security Association: "Mutual Interest and Protection Rendered by Master Bakers' Associations."

Address by Walter Scheppelmann, ex-bakery inspector of the State of Kentucky: "Bakery Inspection from the Viewpoint of a Practical Baker and State Bakery Inspector."

Report of standing committees.

Opening of question box.—Answers.

Discussion of addresses held during the day.

Wednesday, June 28th, 10:00 A. M.

Recommendations from Executive Committee.

"The per capita tax for the ensuing year to be \$2.00" and

"The convention of 1917 to be held in the City of New York, in conjunction with an exhibition."

Reports and recommendations from local associations.

Miscellaneous business.

Election of officers for the ensuing year.

Installation of officers.

Adjournment.

EDITORIAL

Charles B. Thompson, Editor

Opportunities for the Retail Baker

NEVER before in the history of the bread business have the opportunities for the retail baker been greater than at the present time. We hear a great deal about the big wholesale bakers coming into small towns and taking away the business of the little fellow, and we will continue to hear a great deal about this until the retail baker awakens to his opportunities.

The problem is a very simple one. Wholesale bakers are selling their bread in small local communities for the simple reason that they are selling better bread than the local baker whose business they are getting.

Wholesale bakers are not selling much bread in any community where there is an up-to-date retail baker furnishing his home trade with a good product.

The writer visited a small city in the South recently where there are two bakers complaining loudly about the competition of the wholesale baker who had begun a few weeks previous to ship his bread in their town. We made inquiries in about twenty leading homes and the universal verdict was that they had been forced to buy their inferior quality loaf for many years and they regarded it as a blessing to be able to buy the superior loaf furnished by the wholesale baker. An examination of the bread furnished by the local bakers fully substantiated the claim of the housewives. The bread was extremely poor.

These two bakers have had an opportunity in this city for the past ten years to furnish their customers good bread but have not done so. Now that the buyers of their product in their own town have been given an opportunity to secure something better it is absolutely foolish for them to complain or seek "remedies" for their protection. Their only alternative is to make their bread so good that the housewives will prefer it to the other kind.

Since the year "one," country newspapers throughout the world have been constantly preaching, "patronize home products," but all the weighty opinions of thousands of rural editors through all these years have been of no avail. The only way to make the buyer patronize home industry is for the home concern to give them a product as good as they can buy elsewhere. In hundreds of cities up-to-date progressive retail bakers are not having the slightest difficulty in doing big business on this basis notwithstanding competition of the wholesale baker. Likewise in hundreds of cities we see unsuccessful bakers struggling for a bare existence because they have not awakened to this fact.

Make good bread and better bread than the wholesale baker and you will not worry a great deal about his competition.

We have before us a newspaper clipping from a progressive little town in Illinois which says: "The grocers of this city and the bakers have made a deal by which no bread will be sold at the stores here except that baked in the town."

Do the bakers of this city really imagine that this little agreement is going to solve their problems and make them successful business men? Rest assured it will not. Nothing could more antagonize the buyers of bread in this town than the mere fact of being told arbitrarily in this way that the bakers themselves have made it impossible for them to buy an out-of-town product. In the end the good will of the housewife could have been won very easily and the consumption of the baker's product increased more materially if the bakers had made up their minds to make better bread instead of entering into an agreement of this kind.

Along similar lines we have read with much interest a newspaper dispatch from So. Norwalk, Conn., in which it is stated in big headlines that "The Wards take \$36,400 from here yearly." Hence, it is proposed to levy high tax upon the out-of-town bread and thereby save the local bakers.

This will never work. The local bakers must hold their business strictly on the merits of their product or they will lose it. No scheme has yet been devised that will stop competition on any basis other than this.

In reality, the average loaf of bread sold by the wholesale baker to-day ought to prove easy competition for the first-class retail baker. The wholesalers have talked cleanliness and modern methods in their shop until this no longer is of compelling buying interest to the consumer. Furthermore, the wholesalers have so standardized their product that it has on the whole largely lost its individuality. The retail baker can make a loaf possessing individuality which the standardized loaf of the wholesaler can never overcome.

A writer in the New York "Tribune," a well-known housewife, gives the gist of the arguments which accurately sums up the opportunities of the retailer, as follows:

Did you ever really taste bread?

I mean, taste it with an appreciation of its own delicious distinctive flavor, not merely as an accessory to other food.

Few of us have any conception of the real taste of bread, because we mix our foods until the individual flavor of each one is lost. Yet each kind of bread has

a flavor of its own, sufficient to tempt the most capricious appetite, if only we could bring ourselves to regard our daily bread as a delicacy instead of a commonplace.

Try a piece of bread and butter by itself as a treat, not as a background to the meal, and see how it goes. You will find that good French bread has a sweetness more subtle than any cake, that a crispy crust of graham bread is as richly flavored as a nut; that Vienna bread, whole wheat bread and rye bread are all distinct in the matter of taste, and that each one, when eaten with sweet fresh butter, is worthy of being regarded as a dish by itself.

Now the housewife knows, even if the baker does not, that the average little nickel loaf shipped around the country by wholesalers does not meet all of the above requirements, especially as to flavor. Likewise, a great deal of bread made by retailers may be tried by the above standard and found badly wanting.

The retailer who makes his bread so good and tasty that it is worthy of being regarded as "a dish by itself" has little to worry about.

* * *

Bakers' and Millers' Technical Club

The regular bi-monthly meeting of the Bakers' and Millers' Technical Club was held at the Hotel Sherman, Chicago, Monday evening, May 15th, 1916.

There was a discussion of the points raised by Mr. Brengle's address at the last meeting. Mr. Brengle had discussed the cake question, and discussed some of the irregularities observed by the baker in the preparation of his chocolates as well as icings. Mr. Jaekel gave quite a talk on Sponge Doughs and endeavored to show by his experience and observations that sponge doughs are preferable to straight doughs.

In the course of the discussion the question of the influences of different types of yeast and sugars on the quality of the fermentation as also the volume of the loaf were taken up, together with the merits and demerits of the use of salt, which resulted in the conclusion that a series of practical tests will be made by both Mr. Jaekel and Mr. Miller at their respective bakeries at a seasonable time, so as to bring the products thereof at the next meeting, for further discussion.

Definite plans were adopted relative to the discussion on Cakes, for the pursuance of scientific methods which depend upon the results of the deliberations of the previous meeting, and these will be carried out by Mr. Brengle, for the purpose of a report at the next meeting at which it was also decided to invite the members of the present course at the Siebel Institute of Technology.

It was the general consensus of opinion that these meetings are proving more and more profitable, demonstrating in a very practical manner the very effective results attainable by the application of science to practice, and the members feel themselves very much indebted to the members of the Faculty of the Siebel Institute for the great interest which they manifest in these meetings.

CHARLES PAESCH, *Secretary*.

* * *

Stone to Start in Dallas

F. O. Stone, president of the F. O. Stone Baking Company, with plants in Cincinnati, Ohio, and Atlanta, Ga., has decided to locate a third plant in Dallas, Texas. A new plant is now being erected at Thomas, Phelps and McKinney avenues, Dallas. The building will be 75 x 80 feet and two stories high. The plant will have an initial capacity of 300 of Stone's famous package cakes per hour.



Frank John Segur Roberts

Frank John Segur Roberts, proprietor of the Roberts Portable Oven Company, Chicago, passed away on Saturday morning, May 6, 1916, in his 65th year. He was born in Toronto, Canada, September 1, 1851.

Mr. Roberts had been seriously ill only a day or so, and his death was a great shock to his acquaintances. He was known as the dean of the portable oven business. He came from Toronto with the late H. O. Bennett, and in the early days was associated with Mr. Bennett in the establishment and initial building up of the Hubbard Portable Oven Co.

In 1898 he began business for himself under the title of the Roberts Portable Oven Co., and was the patentee of the "Black Diamond" oven.

Mr. Roberts was a conservative man, and did many good works quietly. Hundreds of bakers throughout the country have felt his kindness and can look back to the days when Frank Roberts helped them.

Mr. Roberts was prominent in the manufacturing business and his fairness has won for him a permanent place among the leading concerns in this industry.

He is survived by a wife and a sister.

The funeral was held at Toronto, Canada, Monday, May 8th, 1916.

Baker Wins Fight

The John J. Nissen Baking Co., of Portland, Maine, has won a suit brought against it by George D. Tucker of that city who had sought to recover \$5,000 from the company, claiming that he bit onto a tooth in one of Nissen's chop suey cakes, and that he was made ill by the discovery.

The Nissen Company regarded the suit as a case of blackmail, so, even though it was a disagreeable case to fight, they decided to allow it to come to public trial.

The grocer from whom Tucker had purchased the cake stated in court that the tooth shown to the jury was not the same as that shown by Tucker soon after the time he claimed he had bitten onto it.

Retail

General information, news and helpful articles of special interest to the Retail Baker and those who desire to keep posted on this branch of the trade.

Association News, Retail Advertising, Business Management and Practical Discussions of Retail Subjects

Production and Selling Costs in the Retail Bakery

Seventh of a Series of Articles on Retail Bakery Accounting. Written Especially for Bakers Review by Rudolph Krebs

BAKERS have the habit of fixing their prices on goods in accordance with their competitors' prices, and without any regard at all for actual cost of production and selling. If Jones sells a 14-ounce loaf of bread for 5c, Brown figures he must do the same. He says: "If Jones can sell a 14-ounce loaf for a nickel, and make money on it, I guess I can, too."

He never stops to figure whether the 14-ounce loaf costs him 5c to make and sell, or whether it costs him 4c or 6c. He wants to make a profit but he disregards the fundamental rule of business—that in order to secure a profit, a specified amount must be added to the cost of the merchandise.

Grocers and other retailers of a like nature have an easier problem. They do not have to figure cost of manufacturing. They buy an article at a specified price and then only need worry about the cost of selling. The baker is about the only business man of his type. He manufactures and sells a large assortment of goods, and the small price of each individual article makes any rough cost estimate almost worthless. The great number of separate items make it rather hard for him to secure accurate cost figures, and so he goes ahead selling some lines at a loss, others at a profit, and usually not knowing too much, to say the least, about his total profits or losses.

Selling certain lines at a loss is at times advisable in order to bring in trade, when it is done for a special purpose and with the knowledge that the goods are sold at a loss. In many lines outside of the bakery trade standard articles are sometimes priced even lower than the cost in order to create the impression that the prices in general are low and thereby induce the customer to purchase other articles on which there is no standard price. It is, however, a policy of doubtful merit when followed with a full knowledge of costs, and becomes dangerous when followed blindly.

If a man has three kinds of goods to sell, called A, B and C, and A is a standard article selling all over at an established price he will be forced to sell at the same figure or even lower in order to create the impression that his wares are low priced. People will also make purchases of the B and C goods while laboring under this same delusion, and the net result may be a handsome profit for the merchant. However, if he does not know his costs on all three items he may be selling all of them at a loss. It is very seldom that a man working by rule-of-thumb methods will ever estimate his general expenses and overhead charges.

While the sales end of a business is separate and distinct from the accounting end, a good knowledge of accounting principles is a valuable aid to the correct formulation of sales plans. By sales plans I mean not only the plans of large concerns but

also those of the smaller baker which must be worked out just as carefully in order to insure success.

When embarking in a new venture most business men are optimistic, figuring the greatest possible percentage of sales, the least amount of expense and very likely overlooking quite a few necessary expenditures. When a baker changes his place of business or opens a branch store he has very little to guide him in the shape of past records and cannot judge accordingly what his proportion of manufacturing and selling expense will be.

Very few men starting in a business will calculate such things as insurance, advertising (that is, on a small scale), wrapping paper, wear and tear on fixtures, depreciation of horses, liability for accidents, stale and returned goods, and others items of a like nature. Many of these are small but the total often forms an important part of the cost of producing and selling. It follows then that a man who does not know his costs is in a poor position to determine what his selling price should be.

From the records of operations, at the end of various periods we take off a statement of expenses, sales and profit, as follows:

	1914		1915	
	Dr.	Cr.	Dr.	Cr.
Sales		\$20,000		\$25,000
Merchandise used	\$10,000		\$13,750	
Expense, overhead	1,380		1,400	
Expense, bakery	360		375	
Expense, store	700		750	
Light, heat and power, bakery	460		475	
Light, heat and power, store	160		175	
Salaries, bakery	3,500		4,350	
Salaries, store	1,400		1,750	
Depreciation, bakery	80		100	
Depreciation, store	80		100	
Horse and wagon	260		275	
Profit	1,620		1,500	
	\$20,000	\$20,000	\$25,000	\$25,000

This statement is merely a list of the sales, with the attendant expenses and profit. The first two columns show the results for 1914 and the last two the results for 1915. It is the kind that is made up for the use of many business men who consider themselves progressive but fall short of its intended purpose, that is, to compare expenses for various periods. In its present form the important facts are hidden. We can see, of course, that the sales for 1915 are \$5,000 more than for 1914. The merchandise in

1915 seems to be considerably higher than the previous year, but as a matter of fact so are all the other items, with the result that the profit for 1915 is \$120.00 less than for 1914. For purposes of analysis, a re-arrangement of the items is desirable, as shown below:

Manufacturing and Selling Analysis—1914

	Sales	100%	\$20,000
\$10,000	Merchandise used 50.0%		
360	Expense	1.8%	
460	Light, heat and power	2.3%	
3,500	Salaries	17.5%	
80	Depreciation4%	
\$15,020	620 Overhead	3.1%	75.1%
Selling Expenses:			
700	Expense	3.5%	
160	Light, heat and power8%	
1,400	Salaries	7.0%	
80	Depreciation4%	
260	Horse and wagon	1.3%	
3,360	760 Overhead	3.8%	16.8%
18,380	Total manufacturing and selling expense	91.9%	
1,620	Profit	8.1%	
\$20,000		100.0%	100% \$20,000

Manufacturing and Selling Analysis—1915

	Sales	100%	\$25,000
	Manufacturing Expenses:		
\$13,750	Merchandise used 55.0%		
375	Expense	1.5%	
475	Light, heat and power	1.9%	
4,350	Salaries	17.4%	
100	Depreciation4%	
\$19,675	625 Overhead	2.5%	78.7%
Selling Expenses:			
750	Expense	3.0%	
175	Light, heat and power7%	
1,750	Salaries	7.0%	
100	Depreciation4%	
275	Horse and wagon	1.1%	
3,825	775 Overhead	3.1%	15.3%
23,500	Total manufacturing and selling expense	94.0%	
1,500	Profit	6.0%	
\$25,000		100.0%	100% \$25,000

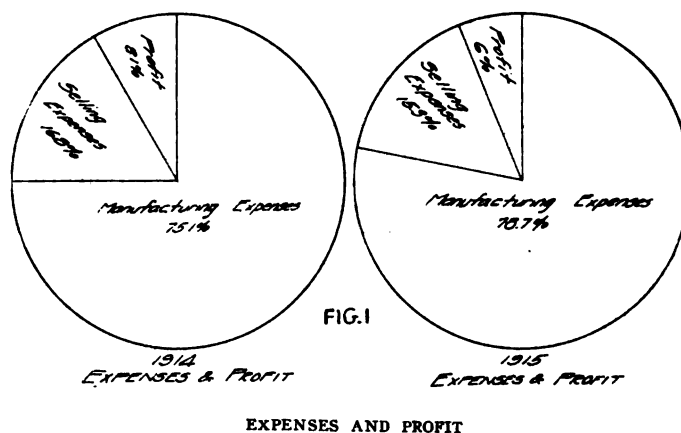
In these manufacturing and selling analyses we have separated the manufacturing expenses from the selling expenses. This affords us a better opportunity of comparing the results for the two years. It also gives us the correct manufacturing cost.

While it is hard for us to tell, by looking at the first list above why the profits for 1915 are less on sales of \$25,000 than those of 1914 on sales of \$20,000, a glance at the analyses shows the vital difference.

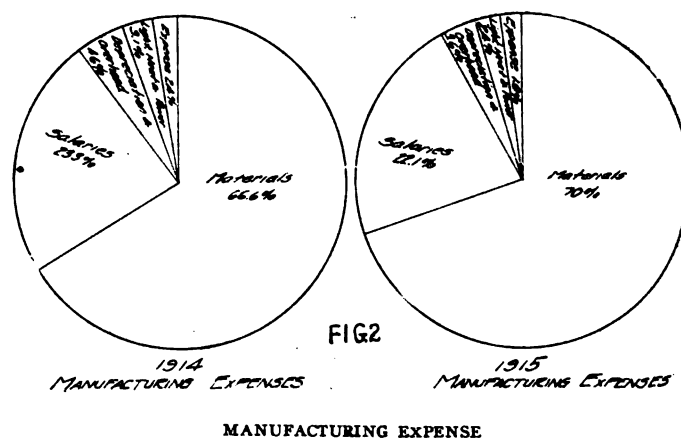
The merchandise used increased from 50% in 1914 to 55% in 1915. Most of the other items have remained in the proper proportion. Such items as expense, light, heat and power, depreciation, horses and wagons and overhead, both manufacturing and selling, remain fairly consistent, the percentage not increasing as much as the sales. The percentage of salaries, however,

has not varied appreciably, manufacturing salaries being 17.5% on \$20,000 in 1914, and 17.4% on \$25,000 in 1915. Of course, these variations are not fixed—sometimes additional sales require more expenditures for one special item than the regular body of sales. For example, it may have been necessary for the baker in this case, in order to get an extra \$5,000 worth of sales a year, to stay open longer at night, thereby using more light, and this may increase the percentage of light, heat and power in the selling division from .8% to 1%. Again, the \$5,000 additional sales may have consisted of outside trade which the business man went after, necessitating more deliveries and bringing the horse-and-wagon expense up.

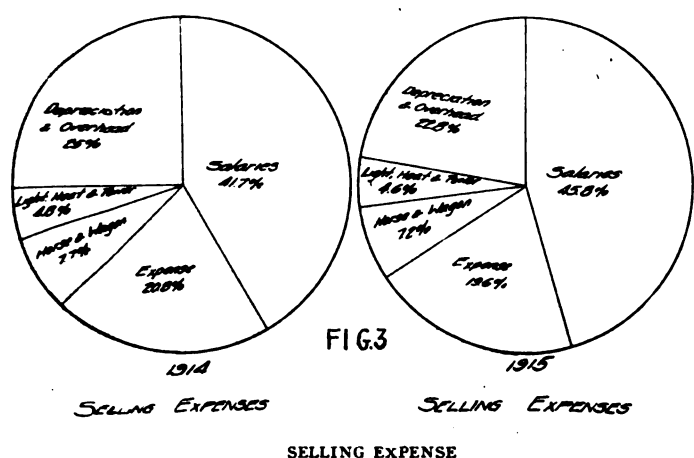
Of course, the accounts here are not the only ones that are possible, or even desirable. Others may be selected, and the ones that should be used are those that bring out the results desired by the individual baker. We have merely endeavored here to divide the expenses into those of production and those of selling, the main purpose being to find the deviations for the two periods. The manufacturing expenses have decreased 1.5%, leaving a total increase in expenses and decrease in profits of 2.1%.



The two circular charts shown in figure 1 are a pictorial expression of the facts in the foregoing manufacturing and selling analyses and show up the diminution in profit and the increase in manufacturing expenses from 1914 to 1915. Sometimes a circular chart of this sort brings a picture of actual conditions out more vividly than any formal set of figures can. It will naturally show any considerable deviation from the normal more clearly, and when made up for a number of years, gives a good standard to work from.



In the two charts in figure 2 the total manufacturing expense has been taken as 100% and the proportion of materials, salaries, etc. to the total manufacturing expenditures shown. We can easily see that the materials cost has increased and the overhead decreased perceptibly from 1914 to 1915, other items running fairly regularly.



The two selling expense charts in figure 3 are worked out on the same principle as the manufacturing expense charts, total selling expenses being considered as 100% and the proportion of sales, expenses, etc., being calculated thereon. We notice from these two charts that the expenditures for salaries has increased and depreciation and overhead charges have decreased noticeably from 1914 to 1915.

Overhead charges will be discussed more fully in a later ar-

ticle, but while on the subject I might state that as far as possible it should be analyzed and the amounts applicable charged to each operation. For example, rent would be sub-divided. Under ordinary conditions about a fourth would be chargeable to bakery or manufacturing expense, while the remaining three-fourths would be chargeable to store or selling expense, this being about the difference in rental between stores and bakeries. There are always one or more items chargeable to the business in general, which cannot be definitely charged off to any particular department. A little study will enable the baker to subdivide these and obtain figures close enough to the facts for all ordinary purposes. This does not excuse negligence or the charging of, a number of items to a heterogeneous "general expense" account.

The cost of production should be kept separate from the cost of selling as far as possible and while a variation of a few dollars will not affect an account of \$10,000, a larger amount will. Figures are only intended for the purpose of aiding correct reasoning and erroneous figures lead to false conclusions, thereby often affecting the profits.

The human brain is more or less fallible and therefore we must make what use we can of figures and endeavor to have these correct, analyzing them with great care to detect the more common errors and aiding our own judgment by the experience of others.

Southeastern Bakers Meet at Macon

THE Southeastern Master Bakers' Association is now one of the strongest bakers' organizations in the country. Situated in a territory where baking methods have until recently been rather out of date, this association has rapidly forged to the front as a sponsor of clean methods in the territory south of the Mason and Dixon Line and east of the Mississippi River.

The second annual meeting of this organization was held in Macon, Ga., May first to fourth. One of the features that made for a successful convention was the exhibit of bakers' machinery and appliances.

The first business session was called to order on May 2 by President A. Geilfuss, of Spartanburg, S. C. Mayor Smith, of Macon, welcomed the conventionites to the city with true Southern hospitality. Julius E. Wihlfahrt, of The Fleischmann Co., delivered a very interesting talk on "Common Sense in Baking," which we shall publish in a later issue of BAKERS REVIEW. Mr. Wihlfahrt covered the various baking processes, the raw materials and their use, and also some of the so-called technical features of the baking industry. Another feature was an address by Samuel F. McDonald, vice-president of the N. A. M. B., on "A Greater National Association of the Baking Industry." This will be found printed in another part of this issue.

In the afternoon the convention adjourned in order to give

everyone a chance to take in the sightseeing tour of Bibb county. On Tuesday evening there was an informal dance.

SECOND DAY'S SESSION

The first address of the second day's session was delivered by H. Malchow, of Atlanta, on "How to Win the Housewife to Bakers' Bread." Mr. Malchow said that "the American housewife comes from all parts of the world, but from the experience of the baker, one would think they all come from Missouri—they all want to be shown. It is no use to tell her she can save money by buying bakers' bread. She is not good at figures anywhere except at the bargain counter. *We must show her that we can and will sell her a better loaf of bread than she can possibly make at home. We must give her what she really wants.*" Mr. Malchow's address is published on another page of this issue of BAKERS REVIEW. It should be of interest to all bakers.

Following the talk by Mr. Malchow, Frank W. Emmons, of the Washburn-Crosby Co., Minneapolis, delivered a most instructive address on "Flour and Bread." This is also published in another part of this issue.

One of the biggest features of the convention was a paper by J. A. Winkelman, of Memphis, Tenn., on "Why a Small Baker Should Figure His Costs." Mr. Winkelman's exposition of this subject was able, interesting and thorough. It is presented in full in this issue of the REVIEW.



E. C. FAIRCLOTH,
Speaker



A. GEILFUSS,
Convention Pres't.



GORDON SMITH,
President



JOHN P. KEEN,
Exec. Com.



JOHN SEYBOLD,
Exec. Com.

THE NEW OFFICERS

There was only one nominee for each of the offices, therefore the following were elected unanimously:

President, Gordon Smith, Mobile, Alabama.

Vice-President, J. A. Winkelman, Memphis, Tennessee.

Secretary, Le Roy Rogers, Atlanta, Georgia.

Treasurer, J. B. Everidge, Columbus, Georgia.

Executive Committee—John P. Kern, Knoxville, Tenn.; Samuel F. McDonald, Memphis, Tenn.; John Seybold, Miami, Fla.; R. C. Thompson, Birmingham, Ala., and A. Geilfuss, Spartanburg, S. C.

The next convention will be held in Jacksonville, Fla.



J. B. EVERIDGE



CLARENCE E. SEARS

THE LAST DAY'S SESSION

Le Roy Rogers, of Atlanta, Ga., was the first speaker on the last day. He read an excellent paper on "Advertising the Bak-

ers' Products." We hope to present this address to our readers in a later issue of BAKERS REVIEW. J. B. Everidge, of Columbus, followed with "Questions on Bread Making," which were answered by Julius E. Wihlfahrt.

A vote of thanks was extended to everyone who helped make the program a success, after which President-elect Gordon Smith was introduced. Mr. Smith made a strong impression on the members with a few well-chosen words of appreciation and a promise of an active administration.

The banquet marked the close of the program. Samuel F. McDonald, now a member of the executive committee of the Southeastern association, in addition to his holding the vice-presidency of the National body, was toast master, and he called upon a number of excellent speakers, who favored with short addresses.

THE EXHIBITORS

There were many interesting exhibits of bakery machinery and other apparatus, which attracted considerable attention among the visitors to the convention. Among the exhibitors were: The Fleischmann Co., The Joe Lowe Co., The American Diamalt Co., Waterproof Paper & Board Co., Bear Brothers, Armour & Co. (Frozen Egg Dept.), Pillsbury Flour Hills Co., The August Maag Co., Normaliar Co., Malt-Diastase Co., P. Ballantine & Sons, Atmore & Son, The Cabell Co., Read Machinery Co., Union Wrapping Machine Co., Union Sanitary Rack Manufacturing Co., Hubbard Oven Co., Hobart Manufacturing Co., Battle Creek Bread-Wrapping Machine Co., Jaburg Brothers, Hotel Equipment Co., Middleby-Marshall Oven Co., George E. Gowdy, representing the Thomson Machine Co., Koenig-Keller Co., and the Century Machine Co.

Potomac States' First Convention Held in Washington

THE first annual convention of the Potomac States Master Bakers' Association, held at Washington, D. C., May 23, 24 and 25, was a big success. About fifty master bakers, approximately the same number of ladies, and about 100 associate members were present. The weather was unfavorable, rain and mist being the prevailing brands, but considerable enthusiasm was displayed by those who came.

The first session was called to order on May 23 by President A. H. Nolde, after which Rev. E. H. Swem offered a prayer.

On behalf of the District of Columbia, Conrad E. Sinns, of the Corporation Counsel's office turned over the keys of the District to the members and guests. In accepting the proffered hospitality, Charles E. Meade, of Baltimore, promised the official that his courtesy would not be abused.

Now the convention was ready for business, and President Nolde delivered his annual report, which contained a number of recommendations. He laid great stress on the problem the baker has had to contend with the past year due to the high prices of raw materials. He urged the co-operation of all members during the coming year. He also said that in their advertising bakers should use newspaper space intelligently, dwelling on the quality of the bakers' product—that this was the only method to get the trade of the fifty families of every hundred that continue to eat home-baked bread. Mr. Nolde complimented the National association upon its splendid work, especially in issuing the letters on cost accounting. The work of the Potomac States association in connection with the legislatures covering the States in which the association has members, was also brought to the attention of the members by President Nolde. The most important recommendation in the president's report was that the members elect an executive committee of seven members, two from Virginia, two from West Virginia, two from Maryland, and one from the District of Columbia. The three members receiving the largest number of votes at the first election held in accordance with this sugges-

tion should serve for three years, the next for two years, and the last for one year. All of President Nolde's suggestions were adopted.

The first paper on the program was delivered by Dr. J. A. Le Clerc, of the U. S. Bureau of Chemistry. He spoke on "Food-stuffs in Baking." This address was not alone interesting, but



W. C. MICHAEL



A. H. NOLDE

Ex-Presidents

it was also very instructive. Dr. Le Clerc told very plainly of the large number of food products that can be used successfully when mixed with wheat flour. He showed that on account of the scarcity of wheat in the warring nations, large percentages of other foodstuffs are mixed with wheat flour, and with great success. He illustrated these features with photographs of loaves of bread baked in his department.

Secretary A. J. Clarke in his report stated that the association now has a membership of 125. Treasurer J. J. Mattern's report was accepted with a great deal of enthusiasm, as it showed a net balance in the treasury of \$601.95.

The following committees were then appointed by President Nolde:



FRANK H. KNIGHTON.

Samuel Knighton & Son Flour Specialists

Members New York Produce Exchange

will be represented at the

Pennsylvania Bakers' Convention

by

FRANK H. KNIGHTON

and

MARSHALL HOLT

LOOK FOR US!



MARSHALL HOLT.

Membership—Walter C. Michael, Roanoke, Va., and John Meimberg, Washington, D. C.

Obituary—James Bowman, Roanoke, Va., and J. Winfried, Lynchburg, Va.

Auditing—Charles Boltman, Baltimore, Md.; F. G. Stohman, Washington, D. C., and W. R. Caskey, Martinsburg, W. Va.

THE RIGHT WAY TO GET ACQUAINTED AT ASSOCIATIONS

At this time, President Nolde discovered that many of the members had not been introduced to each other, so he immediately requested that everyone present get up in turn and announce his name, firm, and home city. This method was the means of everybody getting acquainted with each other, and there was very little stiff formality after this innovation.

C. W. Timmons, of Baltimore, presented a number of amendments to the constitution to be acted upon at the next session.

SECOND DAY'S SESSION

The first address at the second day's session was delivered by John Bradshaw, Jr., of the American Fair Trade League, who spoke on the Stevens price-maintenance bill which is now pending in Congress.

One of the most interesting talks of the whole meeting was delivered by Dr. E. N. Calisch, of Richmond, on "Bread Advertising from the Consumers' Viewpoint." In this able talk he

J. J. MATTERN,
TreasurerA. J. CLARKE,
Secretary

pointed out the necessity of truthful advertising, as this was the only means of securing the confidence of the consumer in bakery products.

THE NEW OFFICERS

Inasmuch as only one person was nominated to each office, the election took place immediately after the nominations, with the following results:

President, Charles E. Meade, Baltimore, Md.

Vice-President, J. W. Stohman, Washington, D. C.

Secretary, A. J. Clarke, Richmond, Va.

Treasurer, J. J. Mattern, Richmond, Va.

The 1917 convention will be held at Baltimore, Md.

After the regular session adjourned, a lecture was delivered

on the Salt Lake City trip. This was very interesting to the members, and aroused a great deal of enthusiasm.

The following committees took care of the arrangements for the convention and the thanks of the association is due them for their excellent work:

Local Committee—William Berens, Jr., chairman; Robert C. DeVault, secretary.

General—John Meinberg, F. R. Eaton, P. M. Dorsch.

Entertainment—R. T. Hicks, E. C. Graves, William Berens, Jr.

Registration—A. J. Clarke, and J. J. Mattern.

Reception—R. C. DeVault, E. H. Causey, Fred Treubeline.

Hotel Accommodation—J. W. Stohman, C. I. Corby, M. Holtzberline.

Badges and Privileges—A. J. Clarke and Charles E. Meade.

THE ENTERTAINMENT FEATURES

While weather conditions were rather unfavorable to carry out the elaborate entertainment features that had been scheduled for the first day, the Entertainment Committee nevertheless saw to it that the ladies were well taken care of. They visited the various public buildings while the men were in session.

In the afternoon of the first day the men joined the ladies on a most interesting sight-seeing trip around the city. A theatrical party completed the first day's entertainment.

On the morning of the second day the ladies again visited the various public buildings, and in the afternoon there was an excursion to Mt. Vernon by boat. In the evening there was an informal buffet supper and dance at the Raleigh Hotel, furnished with the compliments of The Fleischmann Co.

Patrick Now Sole Owner of the Blodgett Oven Business

The G. S. Blodgett Co., of Burlington, Vt., manufacturers of the Blodgett portable oven, has passed into the hands of the secretary and treasurer, John S. Patrick, George H. Holden, president, retiring.

This business was established in 1847 and incorporated in 1892. The company is very well and favorably known throughout the United States and Canada. They are the manufacturers of the Blodgett portable baking oven, which is very widely distributed all over this country in hospitals, hotels, restaurants, bakeries, etc.

Mr. Holden retires with the best wishes of everyone concerned in any way with the baking industry. His business career has been a very active and successful one. Mr. Patrick has been with the company for twenty-five years and was very closely identified with all of its interests. In addition to his position as sole owner of the G. S. Blodgett Co., he is the treasurer and director of the Magnesia Talc Co., a director in the Chittenden County Trust Co., and a director in the Hotel Vermont Co. His many varied business connections have made for him a very wide circle of acquaintances, and his many friends throughout the country will extend to him congratulations and best wishes for continued success.

A New Departure in Bread Making

**William B. Fink Co., 1476 Broadway,
New York City,** offers to the responsible and
high-class Bakers the exclusive right to make
and sell

FAR-WELL (Patented) **HEALTH BREAD**

This is a revolution in Bread Making.
The formula is protected by United States
and European Patents, and costs 20% less to
produce. Will sell on merit without adver-
tising campaign. This is not a whole-wheat
or bran loaf—*it is something entirely new.*

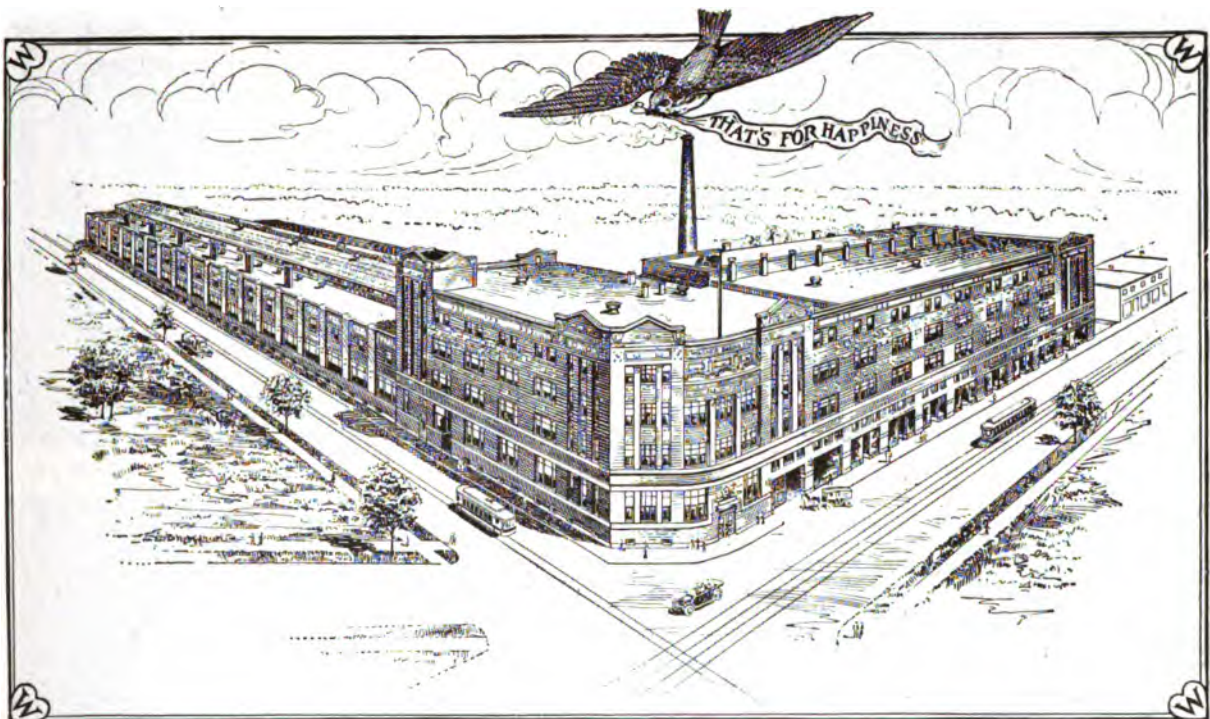
***A postal will bring full particulars
without obligation***

Wholesale

Edited especially
for the busy baker
of large affairs.
News and problems
of the Manufacturing Baker.

A General Review of the Wholesale Trade and Discussions of Practical Problems

New 250,000-Loaf Plant in Detroit



THE largest bakery in the State of Michigan, and one of the largest in the country, has just been completed in Detroit for the Wagner Baking Company of that city. The new plant has a daily capacity of 250,000 loaves of bread, and may be counted as one of the world's great baking establishments.

The company recently invited all of the grocers and other bread dealers of Detroit to inspect the new plant, and there was a big representation at the opening ceremonies.

The illustrations shown herewith practically speak for themselves; they give a graphic description of many of the important features of Michigan's newest bakery.

"A Little Journey through the Big Factory of the Wagner Baking Co." is the title of a booklet which was handed to the visitors. We secured the following information regarding the plant from this booklet.

A bakery is simply a big kitchen, supplying bread for the thousands and tens of thousands. Cleanliness should be the first consideration of every baker. Every prudent mother will make it a point to find out where and how the bread that she gives her family is made.

Wagner's bakery is ideally clean. It has the most modern improvements that money can buy. The bakery is large and roomy, and gets plenty of sunshine and pure air. In fact, the air that circulates in the bakery is washed and purified by humidifiers. The fresh air is washed by a spray of water,

then brought to the proper temperature and humidity before being put in circulation.

There are special scales that automatically and accurately weigh the flour, milk, salt, water, lard, yeast, and other ingredients that are used in Wagner's bread. In fact, everything is done by machinery—every ingredient, after being tested for its purity, is automatically weighed and measured, so as to preclude any possibility of an error.

After the flour and other ingredients are properly weighed and measured, they are automatically dropped into dough mixers; then, after mixing the dough is automatically placed in steel troughs, each of which hold a half-ton of dough.

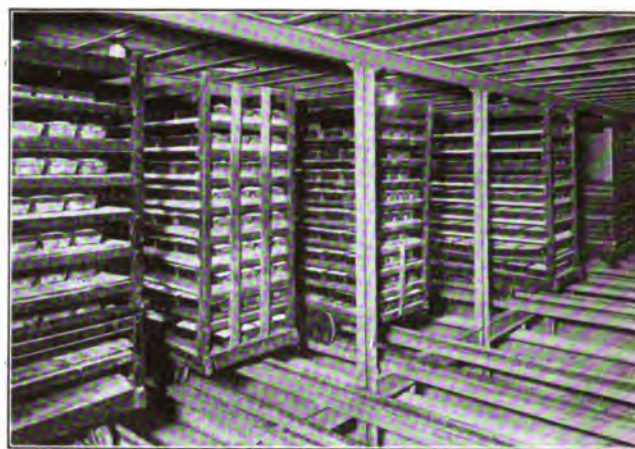
The dough is next passed down a chute into a 4-pocket automatic divider with a capacity of forty-eight loaves per minute.

After being divided, the loaves are carried on a canvass belt to the rounder-up, which shapes the loaves and then passes them on—again automatically—to the proofing cabinet, which is a series of metal shelves. These shelves are on an endless chain, and on them the loaves are carried forward and back, and forward and back, until, in about seven minutes' time, they emerge from the opposite end and pass into the moulding machine. After being moulded into proper shape, the loaves are placed in the pans in which they are baked.

After the moulded loaves are placed in the pans, the pans are put on racks, and these racks are wheeled into a proof-



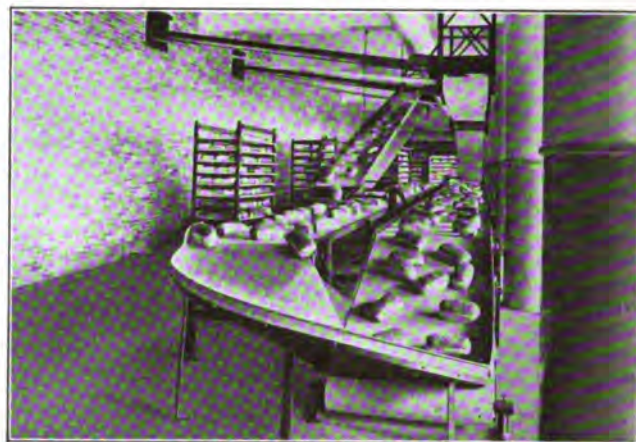
In the Great Storage Room, 350 feet long



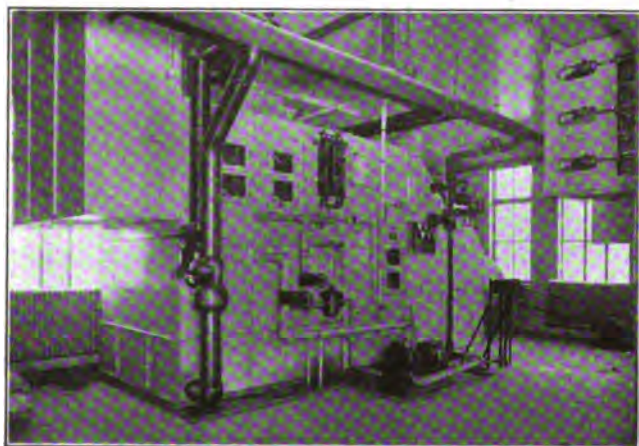
Steam-Heated Proofing Room



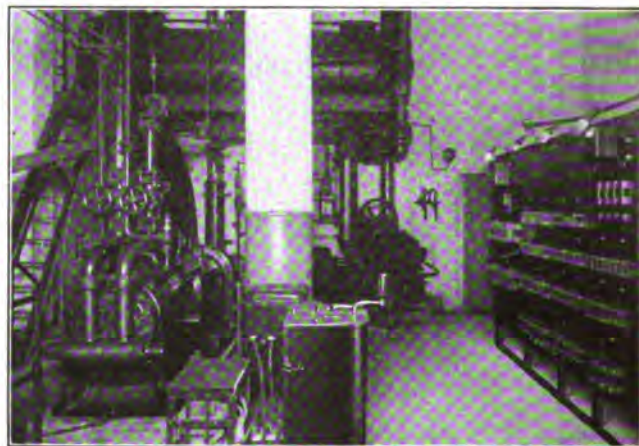
Automatic Blenders Feed into Big Dough Mixers



Transporting Bread Without Handling



Where the Air is Washed and Moderated



Refrigerating and Dynamo Room



Dividers, Rounder-up and the Proofing Cabinet



The Wagner Baking Company

ing room (heated and controlled by an air washer), where they are permitted to remain for about forty minutes to allow the dough to raise to its proper form.

From the proofing room the bread is placed in the patent white-tiled ovens. Here, again, uniformity of temperature is a big factor—the ovens are kept always at 450 degrees Fahrenheit.

Emerging from the ovens the finished loaves, rich in flavor, beautifully brown in color and of excellent eating quality, are carried by automatic machinery into the cooling room. The cooling room after a day's baking contains tens of thousands of loaves of fresh bread.

After becoming properly cooled, these golden-brown loaves are later wrapped by automatic machines.

Detroit is a large city, and constantly growing, but the Wagner Baking Co. is a concern that believes in thoroughgoing service, and they use scores of wagons and auto trucks to cover every section of the city. One of the slogans of the firm is "Fresh Every Sunrise at Your Grocer's."

A FEW FACTS

Some of the facts relating to the new Wagner plant should be of interest to other bakers throughout the coun-

try. The bakery cost approximately \$500,000. The equipment includes; 27 Dührkop ovens, with a capacity for eight more; seven big dough mixers; three automatic dough dividers; a complete automatic sifting and blending plant; automatic wrapping machines; three humidifiers for washing the air; flour storage capacity for 18,000 barrels; clean, airy tiled rooms; cement floors; uniformed workmen; shower baths and comfort rooms for employes, and a refrigerating plant, thus making it truly the latest word in a modern bakery.

PERSONNEL OF THE FIRM

We publish a picture of the ten men, all Wagners, who constitute the Wagner Baking Co. They are the officers and responsible heads of this great institution. Each detail of this immense business received the personal attention of some one of the owners. This in itself is accepted as a guarantee by the people of Detroit.

Wagner makes many different brands of bread. The principal brands are *Eatmor*, *Teddy Bear*, *Quality*, *German-American* and *Columbia Rye*. All brands are identified by the Blue Bird trade mark—"that's for happiness." S. O. Lindeman, the famous bread-advertising man, looks after the Wagner advertising.

+ + +

The Thrill of Being a Modern Baker

A Philosophy Dedicated to the Young Man Desiring to Enter the Baking Profession

*By Theodore C. Bartholomae**

THE "Joy of Living," or, "Happiness," can it be found in the Baking Industry? To be happy, we must have some suitable occupation; idleness being the devil's workshop, as an old proverb goes.

Many people imagine that "Happiness" may be secured in a round of never-ending pleasures and diversions, of which we tire more quickly than we do of work—in great possessions and last but not least in not being compelled to "Work!"

Such are the day dreams of us mortals, but after all, it's only a dream, a delusion and a snare.

Analyzing a little more closely this "Truism" we shall soon discover that a "Round of Pleasure," will in time undermine our health and thus become a burden to ourselves and others—as the immortal Goethe so wisely said, "Es ist nichts schwerer zu ertragen als eine Reihe schöner Tagen"—"There is nothing harder to bear than a long succession of days of pleasure."

Great possessions, while we should have a goodly measure of this world's goods, as well as reasonable pleasures and enjoyments, are in the main a worry and anxiety to the owner thereof, often leading their possessors into vices, dissipations of all kinds, and through and by these into a shortened life.

Now after all this dissertation, what constitutes "Happiness?"

First, Good health. This can only be maintained by a clean mind and a clean body.

Second, A congenial occupation, through which only we can earn and maintain our "Way" in the world and become a useful member of society, yea in which we may fully and richly express our "Ideals," our "Destiny."

Third, If we thus are happily launched in our sphere or orbit into which our "Talents," "Tastes" and "Industry" fit us, we will be able to cultivate the finer graces of our being and bring forth our "True Self."

Fourth, This, our "True Self," being gradually unfolded by strict adherence to the moral law and to high ideals, a strong "Character," begotten by "Industry," "Honesty" and "Integrity," and the desire to do and live the "Right," no matter of what cost of sacrifice and self-effacement, will be manifested and its fruits will finally ripen into intellectual "Enjoyments," a spirit of contentment and at least into "True Happiness" in which our "True or Real Self or Being" is thus manifested.

Deduction, Now why can the "Joy of Living," the "Thrill" of a well-expressed and a rounded-out life be found in the baking industry?

Why would young men, in looking around for a "Life" occupation enter the realms of such an interesting business? Can he really find this "Thrill" and "Joy of Living" in this craft? Can he find "Happiness" therein? Shakespeare so truly says: "To be, or not to be, this is the question," and this certainly applies to every young man standing in front of "Life's Guidepost" with four arms pointing in opposite directions, but scarcely knowing which road to follow.

The writer, when a young man, was exactly in this position, this exegesis being written from actual experience. Having been connected with the "Beet-sugar Industry" in Germany, but for which he found no use after his arrival in this country, the sugarbeet industry being unknown at that time here, he was compelled to find another occupation and though he would test out that good, old German proverb: "A trade has a golden bottom," feeling that in learning a good trade his future would be secure.

Now what kind of a trade? Some one has asked that merchant prince Wanamaker of Philadelphia why he went into the clothing business, his first venture, before he broadened into the department store enterprise, and he replied, "Well I thought people always have to wear clothes." So the writer decided to learn the baking trade, because people will always have to "Eat."

Well, the writer was never sorry in having taken this step. This was 35 years ago, when there was no dough mixer, divider,

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rounder-up, moulder, nor any electric motor to drive these, no incandescent light, no power eggbeaters, nor electric power ice-cream freezers. Everything was handwork and it was hard, very, very hard work, often from two and three o'clock in the morning until nine o'clock at night. The baking business was not then specialized as it is to-day, where immense bakeries put out nothing but bread, but it was then bread, cakes, ice-cream and candy, all in one, and one in all.

Some job, believe me. Modern inventions have robbed our business of this awful grind of drudgery and in place of us being just plain bakers, we are now becoming baking chemists, having joyfully entered into the wonderful arena of Applied Chemistry.

Now comes the "Thrill." What endless possibilities, what an undiscovered world lies before us? What "Thrill" to penetrate this "Terra Incognita?" What marvelous potentialities still lie dormant to be discovered and utilized in the bakeshop through the magic of the chemist's laboratory?

What the German chemist accomplished with ordinary, dirty, old black coal tar, producing over 700 different colors of marvelous brilliancy, chemistry will in time do in part for the baking industry. This may seem a far-fetched prophecy, yea a wild dream of an impractical dreamer, but the seemingly impossible of yesterday, has been made possible to-day and the wildest dreams of wild "Dreamers," namely as it seemed to the world at the time, saying it "Can't be done," have come true.

We have only just begun to peep into the mysteries of "Baking Chemistry" and if the "Baking Technique" advances as rapidly within the next decade, as it has done in the past, the "Thrill" and astonishment ten years hence will be complete.

Therefore, in the "Baking Industry," producing the most necessary thing for the sustaining of this mortal life, "Bread," lie undreamed of "Possibilities," and to enter into the spirit of the search for "Knowledge" and the finding of "Hidden Treasures," must certainly be very tempting to young men desiring to find a suitable profession. Of course, in order to succeed in this most interesting industry, and to be able to participate in the advancement of its "Technique," a young man *should* be fairly well educated, and it will certainly not be amiss if he has a high school education, yea a course in a technical college, especially in a general course in chemistry, will come in mighty handy, even though he should afterwards take a course in our splendid Bakers' Schools. The writer had the privilege of such an education and found he could make good use of it in the bakeshop. It certainly proved a great blessing to him.

For after all, a disciplined and trained mind will be more capable to assimilate the "New Technique," as it is now required for the successful management of the baking business and is absolutely necessary in the Mixing Room. A technical knowledge of the different constituencies of flour, yeast, yeast-foods, and other materials, is also necessary, and some understanding of commercial bookkeeping, cost-system, etc., is essential.

The problem of "Fermentation" is, of course, the most vital one. Right here steps in Mr. Yeast, and what an interesting fellow he is! He is the fellow that does most of the work and, of course, it all depends what kind of a climate you put him in, whether hot, temperate, or cold, so he can feel happy and render you good service. Naturally, the fellow gets hungry in performing all this hard work, and so he must be *properly* fed, and here is where the opportunity to the one who "Knows" what food to select for this fellow, comes in.

Let us then combine flour, yeast, water, milk, shortening, yeast-foods and salt, etc., each of these containing endless problems to be worked out, and we have our Mr. Dough, the "Boss" of the situation. Oh, he is either a fine gentleman, or a bum and a loafer, as our kind Jewish friends would call him, it all depends on how we dress him up, and, of course, this is the game—"HOW"—Supposing Mr. Dough, I call him Mister, because the women folk like him better, is properly dressed up, he still requires a lot of attention to keep him in the proper climate (temperature) and through many "Punchings" make him be-

have himself so he may finally present us with his splendid and beautiful "Creation" BREAD, the "Staff of Life," the gift of a good God.

Thus ends the drama, but not the "Thrill" of its romance. Isn't this the "Joy of Living?"

N. B.—Illinois bakers may take four-year courses at the University of Illinois. Considering the extreme importance of their work four years could be profitably spent in study. The baker is a factor of more consequence to the welfare of a community than almost any one of its professional men.—From an editorial in the Chicago *Daily News*.

* * *

Cincinnati Bakers' Ladies

The Ladies' Auxiliary of the Master Bakers' Association of Cincinnati held its regular meeting at the home of Mrs. Chris. Dinkelacker, 2519 Spring Grove Ave., on Wednesday, May 17th. Thirty-two regular members attended and four new members were initiated into the secrets of the organization. Topics discussed were, "The Inspection of Bakeshops and Stores by the Health Department;" "Women's Work in the Baking Business," and "Adverse Advertising and Newspaper Articles." Some very excellent ideas were brought forth in the discussions.

The Auxilliary was organized in August, 1915, with eighteen members and its membership has increased at each meeting until at present it has forty-eight members in good standing. The officers are: Mrs. Geo. C. Schneider, president; Mrs. Emil Weigel, vice-president; Mrs. John Hartlaub, treasurer and Mrs. C. J. Foerster, secretary. For the present, meetings are held at the homes of members, rotatively, but the organization is so rapidly growing in membership and its meetings are so well attended that arrangements will soon be made for permanent quarters.

About twenty of the ladies will accompany their husbands to the Tri State Convention at Toledo in June.

* * *

End of Continuation-Class Term

Five certificates were awarded to members of the New York Continuation Class for Bakers at the commencement exercises of the Murry High Evening Trade School, New York City last month. The certificates were awarded to those pupils having an average mark of eighty per cent. or more on the term's work. E. Deyerberg, son of a Bronx master baker, took highest honors, with a mark of 88 per cent.; A. Ohle, a son of a Brooklyn master baker, was second with 86 per cent.; A. Fingerle, a temporarily-retired Bronx master baker, had 82 per cent., while J. Fuchslocher and Theodore T. Frank, of New York, were tied at 80 per cent. Mr. Jenkins, supervisor of trade schools for the Board of Education, and Principal Morris E. Siegel, spoke. The master bakers were represented by Max Strasser and A. J. Gundermann, honorary president and president, respectively, of the New York State Association, of Master Bakers. Mr. Strasser handed the certificates to the bakers, and it was noted that the bakers' was the only trade represented at the proceedings by distinguished personalities.

TO HOLD DINNER JUNE THIRD

The members of the bakers' class have formed an alumni association, which will hold a dinner at Mannoercher Hall, New York, on June 3rd. Tickets are being sold for the occasion at one dollar per plate. Prizes will be awarded to members of the class who have achieved distinction along lines specified by the donors. Speech-making will be indulged, and it is expected that the gathering will assume noteworthy aspects. Sixty-one members were enrolled in the baking class at the beginning of the year, of whom nineteen completed the course.

Illinois Convention at Springfield

SPRINGFIELD, ILL., where Abraham Lincoln made his home before his inauguration as president of our National Government, was again honored on May 9, 10 and 11, when the Illinois Master Bakers' Association held its tenth annual convention there.

Most of the sessions were open exclusively to bakers, and thorough discussions of the intimate problems confronting the master bakers of Illinois were heard.

Andrew Schneider, of Arcola, was the recipient of an unusual honor at the hands of the association, when he was re-elected to the presidency, an office which he has held with distinction and honor for the past year. Mr. Schneider is the second man in the history of the association to be thus honored. The other officers who successfully piloted the association through the shoals of a hard year, were also re-elected. They are: Charles A. Paasch, Chicago, vice-president; Edward T. Clissold, Chicago, secretary; George Geissler, Joliet, treasurer. Theodore Soellinger, of East St. Louis, is the new member of the executive committee. He will serve until 1919. Mr. Soellinger succeeds George F. Grimm, of Peoria, whose term expired.



E. T. CLISSOLD,
Secretary



FRED S. FREUND,
Speaker

Following the usual opening ceremonies, which included addresses of welcome by Governor Dunne and Conrad Hartmann, president of the Springfield master bakers' association, B. H. Dahlheimer extended the greetings of the Chicago association; F. H. Hohengarten did the same for the Missouri bakers, and Fred S. Freund, treasurer of the N. A. M. B. delivered an able address while extending the greetings of the National association.

"Helpful Recollections of the Chicago Convention," was the subject of an able talk by Theodore Soellinger, of East St. Louis. He was followed by President Andrew Schneider, who delivered his annual address.

"The bakers of the State have still much to learn," said Mr. Schneider, "and the association has yet much to do to place the baking industry in its proper sphere." Among the points that he brought out were:

"Any baker who can and does allow the dealer 40 per cent. for handling his goods is not only doing business on false and erroneous principles, but is robbing the consumer and detaining progress. The same may be said of the baker who wishes to promote the 10-cent loaf, but offers 14-ounce loaf for five cents and a 22-ounce loaf for ten cents.

"If the baking industry wants to win over those bread consumers who do not as yet patronize us, we must give both quality and quantity.

"Establish individuality. Create a demand by making quality bread. Give the consumer his money's worth, and you will be in a position to name your terms to the dealer, and the home baking will become a lost art.

"In spite of the high prices on raw materials, we find the price cutter still on the job. I have recently been in communi-

cation with one of my Southern-Illinois friends who ships bread, netting him 2½ cents per loaf. He did not think there was much in it, but was not certain, and asked my advice. This I find is the condition of many small bakers, hard-working, honest and true, but with no business ability, lacking in knowledge and wanting confidence in their wares.

"The year just past might be recorded as a period of trying trepidation, but of vast experience to many, which fact ought to appeal to all and show the necessity for closer affiliation with trade organizations.

"Last winter your committee on education succeeded in making arrangements with the University of Illinois for a short course in scientific baking for a class of not over ten students.

"I am heartily in accord with the general sentiment of the association to co-operate with the Pure Food Commission of the State. We cannot put too much stress on the importance of public confidence in our products."

Forty-one new members were brought into the association during the past year, according to the report of Secretary E. T. Clissold. Treasurer George Geissler in his report stated that the association treasury had a balance on hand of \$704.15.

The Wednesday session was marked by a discussion on the special course for bakers at the University of Illinois. This was followed by a paper on "Education of Bakers," by Prof. S. W. Parr, of the chemistry department of the University of Illinois.

At the afternoon session, J. F. Connelly, of Springfield, spoke on "Essentials to the Success of a Retail Bakery." The next speaker was Prof. C. H. Bailey, of the University of Minnesota, on "The Strength of Flours." Another interesting speaker was Wilfred Singleton, of Cleveland, Ohio.

In the evening, William Bruce Leffingwell delivered an illustrated lecture on "Western America." Other forms of entertainment included a Dutch lunch, dancing and reception.

Thursday's session was principally occupied with discussions of the previous day's papers. A resolution was passed requesting Prof. James, of Illinois University, to arrange, if possible, a baking course as suggested by Arnold Wahl, of the Wahl Efficiency Institute of Chicago. This was a subject in which Mr.



GEO. C. GEISLER,
Treasurer

Wahl had taken considerable interest, and he has made many suggestions of practical value relating to it.

The following resolution was adopted:

RESOLVED, that the Illinois Master Bakers' Association, in appreciation of the service rendered by the bakers' trade papers to the industry, extends the courtesies of its conventions to the trade press representatives without fee.

This resolution becomes effective with the 1917 convention.

How Much Insurance Money is Wasted?

By Elton J. Buckley

FROM time to time I break out with something about the great need of knowing the provisions of an insurance policy and following them. Cases have been brought to me, wherein somebody has failed in this duty, and is confronting a loss in consequence. It seems so exceedingly plain that any business man paying good money for insurance should know enough to be able to realize upon his investment, if the occasion arises, that I cannot get it through my head that there is the slightest excuse when these things happen.

One of the most expensive forms of insurance is indemnity insurance, such as is carried by firms using delivery wagons, more particularly motor delivery wagons. It is astounding how many men carrying this form of insurance fail to comply with the invariable provision that the company must be immediately notified of the accident if there is one. Every indemnity insurance policy contains this provision, usually in the following language:—

Upon the occurrence of an accident the assured shall give immediate notice in writing of such accident, with the fullest information then available, to the Company at its head office in ———. If a claim is made on account of such accident, the assured shall give like notice thereof with full particulars.

I was sitting in the office of another attorney only yesterday when a client of his—a large wholesale house—telephoned in about a suit that had apparently just been begun against it. The attorney was inquiring about the facts, and after listening for a time said this, which tells the story of another case precisely like those I am discussing: "Did you notify your insurance company when you first heard about the accident?" * * * "Well then, your chance is gone. You're too late now. Didn't you know the policy said the company should be notified right away?" * * * "Well, too bad, but you'll have to stand the brunt of it yourself now."

It was really that which inspired me to write this article, coupled with the fact that an appeal court about the same time handed down a decision in a case of exactly the same kind. In that case the court applied the above provision of an indemnity insurance policy, which is in practically general use throughout the entire United States. One of the delivery teams of a business house had run down and killed a 3-year-old child. The parents sued the driver's employer and recovered heavy damages, about \$2,600. The employer in turn sued the insurance company in which he had an indemnity policy, to recover the above amount, the company having refused to pay because it was not notified of the accident when the policy said it should be.

I reproduce the following from the court's decision, upholding the insurance company in refusing to pay:—

On October 30th, a three-year old child was accidentally injured by one of the insured teams, which was in charge of its driver. The fact of the accident was known the same day, by the immediate superior of the driver, a Mr. Clark, who represented the insured in the county where the accident occurred. On January 27th, nearly three months after the date of the accident, the insured was notified by a firm of lawyers that a claim for damages resulting from the accident had been placed in their hands. On April 1st, an action to recover was commenced, and the summons was served on Mr. Clark, the insured's representative, on April 7th. It was not until April 20th that the plaintiff gave to the defendant, at its head office, any information concerning the accident which had occurred on October 30th of the year before, or as to the

claim made therefor by the attorneys in January. Counsel for appellant contends that this was not immediate notice, such as was plainly required by the contract. We think his contention is well founded. The provisions regarding the giving of notice to insurance companies upon the happening of an accident are valid and of the essence of the contract, being designed to enable the company to investigate the circumstances of the accident while the matter is yet fresh in the minds of all, and to make timely defense against any claim filed. It was the plain duty of plaintiff to report the accident as soon as it had knowledge of its occurrence.

So that the business house in question was obliged to pay out probably \$3,000, counting attorney's fees and costs, merely because it failed to comply with the simple provision of its policy that when an accident happened, the company which is supposed to pay for it should be immediately notified.

There were some features in this case which show how slip-ups often occur in the giving of notice. It appeared that the man named in the above extract from the opinion, Clark, had known of the accident shortly after it happened, but had failed to tell his employer. That often happens. There should be a standing order in all establishments carrying insurance of this character that immediate notice of all accidents must be given to some responsible head whose business it is to look after such things. In this case when Clark was asked why he didn't report the accident, he said: "He did not know he was supposed to, and he thought nothing would come of it."

The business house in question also claimed that it did give notice—to the insurance company's local agents. This, too, often happens, although the policy almost always provides that the notice must be given to the company's head office, as did this policy. Therefore the court said "this was not in compliance with the policy, either as to time or place."

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* * *

St. Louis M. B. Singing Society

There are song birds of really high calibre among the bakers of St. Louis—and among their wives and daughters, too. The master bakers have become well known for their singing propensities through the St. Louis Master Bakers' Singing Society, which held its annual spring concert in St. Louis Turner Hall on April 29.

The weather being very favorable, many master bakers with families appeared and they did not regret coming, because it was one of the grandest affairs ever given, the hall being filled almost to overflowing.

The master bakers rendered several vocal selections.

A master quartet consisted of F. Hartmann, Wm. Susselle, Gabr. Schultz, and A. Schorle, rendered their best songs, so well that they received several encores.

Miss E. Hoerr also rendered a selection and was beautifully applauded.

Miss C. Joern obliged with a piano selection; she was assisted vocally by Miss Edna Cave. They were also applauded.

The duet by F. Hartmann and Gabr. Schultz was a selection well worth commending.

The second part of the evening's program consisted of a playlet written by Geo. Voges. It depicted scenes in bake shops he sees in calling on the bakers. The piece was well played by daughters of master bakers and master bakers themselves. It took the house by storm. After this the bakers enjoyed themselves further by dancing and it was a late hour when the start was made for home.

In The Workshop with the Op- erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

The American Pie

*Fifth Article of a Series Written Especially for Bakers Review
by Emil Braun, Expert Consulting Baker*

All About Mince Pie

*"A whole century has failed to im-
prove New England Mince Pie."*

The *Boston Advertiser* some years ago thus prefaced a eulogy on this ever-popular great American pastry, "Mince Pie."

Now is there any truth in the above statement?

"There is and there isn't," I say.

We do not question the reputation the New England home-made mince pie enjoyed in the Puritan days; great men praised it. And those famous New England mince pies were not made every day, either. They were prepared with great care, thick and fat and juicy, made to keep, and they improved with age, like a rare vintage. No Thanksgiving feast or Christmas dinner was ever complete without it. Even when plum pudding was on the fare, you had the privilege of choosing "Mince Pie."

But we can make a mince pie just as good to-day, as one or two centuries ago, I should hope, and geography does not need to have any part in it. We do not necessarily have to travel to good old New England to enjoy a big, fat, juicy piece of genuine mince pie. The secret of the preparation of mystical juices and spices has not been lost. We still are able to procure the sweet delicious aroma of the genuine "Sagon" cinnamon; nearly one and a half million pounds of solid, fragrant nutmegs reach this country every year from the far-off Banda Islands. Juicy, green apples can be had all year 'round, thanks to modern storage facilities; and there is never a scarcity of big, solid lemons, and sun-kissed raisins;

And no prohibition laws can prevent us from getting the necessary cider and a gill or two of choice old Bourbon brandy or old sherry wine to put the "snap" and keeping quality into our mince pie. We surely can create mince pie as good "as Mother used to make," if we put in the "stuff" and give it the care.

But of course with the professional pie baker the mince pie becomes a commercial proposition.

How much money can I get for a ten or a twelve-inch pie?

How many ounces of filling can I put into a pie, I have to sell wholesale to the grocer or lunch counter man for eight or ten cents?

These are the vital questions, and it is darn hard to convince the grocer or the restaurant man, that we cannot fill our pies as fat and thick or make them just as rich, for the same money, when sugar, lard, flour and eggs (all material in fact) keep on advancing in cost. Very often it is not the trade or the consumer, who is after the size, the volume and the cost as much, as it is the middle man, who wants to make the same profit—but this belongs to another branch of the business. The one great task of modern advertising is to educate the consumer to appreciate quality, to make the public realize that it is up to them, whether they get quality or only a cheap make shift. This is as true of the mince pie as it is of a piece of pound cake, or cream puff (supposed to be filled with whipped sweet cream.)

There is just one point, one "Best Bet," which I want to emphasize strongly before giving any formulas for preparing any mince meat or mince-pie filling.

It is the proper proportion and proper blending of the different ingredients, especially the spices and flavoring, that counts. Is there any thing more annoying than to have your palate scratched by some coarse-ground, gritty, poor-flavored cinnamon or other spice? Better regrind them in the meat grinder or prepare your own liquid compound spice extract to suit your own taste.

In boiling the beef, give it a good seasoning of pepper and salt, which will give you a fine broth, and take off the scum, just as carefully as if it were for soup.

The cider should be heated.

Pour the brandy or wine over the fruit separately.

The salt should be the dry, flakey or crystal kind, and sprinkled over the filling, after all the ingredients are put together. I even suggest not to salt the mince filling sufficiently when made, but give it a dash of extra salt, just before or after you fill the pies. If the salt incorporates with the juice like a brine, it will miss its purpose, if the filling has to lay for some time. The mission of the salt in cooking is to bring out the flavor to better recognition and enjoyment by the palate.

These are the little extra touches that count for quality, and as it really does not cost any more to do things right than to do them wrong or carelessly, it means economy as well as improvement, and system.

As we read in our pieology:

"The memory has more resources than the stomach and in the memory mince pie tastes and always will taste of youth and health and hope unspoiled."

Now to come down to business, we will print a few select, reliable mince-pie formulas—"Hot or cold?"

Mince Meat Filling (Extra Fine)

- 1 beeftongue (boiled)
- 1 lb. tripe (boiled)
- 4 lbs. beef (boiled)
- 10 lbs. apples (chopped)
- 6 lbs. raisins (large seeded)
- 3 lbs. currants
- 1½ lbs. beefsuet (picked and chopped)
- 3 lbs. sugar (brown)
- 3 lbs. citron
- 2 lbs. orange peel (candied)
- 5 oz. spices (fine ground mixed)
- 3 lemons (grated rind and juice)
- 2 qts. cider (heated)
- 1 glass old brandy or sherry wine
- 3 to 4 ozs. salt

Sufficient beef broth well seasoned to make the mix quite juicy.

Mince Meat (Quite Good)

4 lbs. apples	1½ lbs. currents
2 lbs. beef	½ lb. citron
1 lb. suet	4 oz. ground spices
2 lbs. brown sugar	1 nutmeg
2 lbs. raisins	2 lemons (skin and juice)
some cider and beefbroth to moisten well	

Mince Pie (Cheaper)

20 lbs. beef	80 to 90 lbs. apples (chopped)
8 lbs. suet	12 oz. cinnamon
10 lbs. seedless raisins	5 oz. allspice
10 lbs. seeded raisins (large)	3 oz. cloves
10 lbs. currants	3 nutmegs
1 doz. lemons	6 oz. salt

sufficient cider and beefbroth, to moisten

Heat one pail (25 or 30 lbs.) of cheap current jelly with 15 to 25 pounds glucose or cornsyrup until softened, then pour it onto the mince meat filling and mix well together. If not sweet enough, add some brown sugar, but not before you are ready to fill the pies.

Some formulas call for molasses, but I never could see any benefit, improvement or economy in this, and do not approve of it.

If you have to substitute dried apples, you might run them through the meat chopper as they are, and let simmer afterwards, until tender. Or you may follow directions I gave in answer to a question from Subscriber in last month's "PIE" article.

If the mincemeat filling has to stand for some time, before using it, keep in a cool place. But it is advisable to let it simmer over a slow fire or in steam kettle, until it comes slowly to a boil, and then let cool. I do not believe in boiling the life and juice and flavor out of the raisins or any of the other materials. Let each preserve its own natural juice and flavor, Amen.

Condensed Mince Meat

I believe that 99 per cent. of the bakers preparing their own mince meat to-day would be better off, both as to quality and cost if they would buy their supply of mince meat from some reliable firm, making a specialty of putting up mince meat. Some bakers are too suspicious, that they are getting cheated in quality; others think they can squeeze this extra work in, without their help knowing it, and save the labor cost, but they generally cheat themselves both ways. I personally believe in buying ready-made mince meat; of course, the best is none too good, if it is only for stock and then add flavor and other ingredients to suit your own taste, or the pocketbook of your customers.

Sixteenth Annual Convention of the Texas Association

THE Master Bakers' Association of Texas held its sixteenth annual convention in Waco, Texas, May 2, 3 and 4. For the first time in its history the association conducted an exhibition of bakers' machinery and appliances. Furthermore, the Texas bakers seemingly have declared a custom of making the secretaryship the stepping-stone to the presidency. W. A. Collmorgen, of Lufkin, who has just completed a term as secretary, succeeds F. W. Pflughaupt to the presidency. Mr. Pflughaupt was secretary for a term previous to his elevation to the presidency.

The opening session of the meeting was called to order on the morning of May 2 by President F. W. Pflughaupt, of San Antonio. Mayor John Dollins, of Waco, was introduced, and he delivered a well-chosen address of welcome, which was responded to by the President. Later greetings were extended by M. B. Davis, of Waco, on behalf of the Young Men's Business League of Waco, and by F. Goldman, of Waco, on behalf of the Waco Association of Master Bakers. Telegraphic greetings were received from Charles Dennery, of New Orleans, and J. H. Langsdorf, of Macon.

President Pflughaupt followed with the President's annual address, after which he appointed the following committees: Resolutions, Credentialism, Auditing, Advisory and Question Box.

Henry W. Stude, of Houston, Texas, who is a member of the executive committee of the National Association of Master Bakers, delivered the greetings of that organization. He also spoke at length on the good that could be had by the co-operation of the various associations; this in his opinion being the principal method by which the bakery industry would make further progress.

BENEFITS FROM THE LAST CONVENTION

W. A. Collmorgen, of Lufkin, submitted the secretary's report, after which George E. Steinbach, of Houston, gave a review of benefits derived since the last convention. The points to which Mr. Steinbach called attention included the following:

"In order to reap the full benefits derivable from the annual convention, we must divest ourselves of that ever-insidious spirit of jealousy that prompts us to envy the greater success of others. Let us eliminate this spirit entirely; let our discussions be open and frank, and let each and every one of us accept suggestions and advice in the same candid and honest spirit in which they are given.

"I may not have secured the full measure of benefits from this open discussion at our last convention, but I am well satisfied with results obtained in putting to actual test some of the suggestions and experiences then offered. As a direct result of such experiences at our convention a year ago, I have given my business a closer attention; I observed more closely not only what *came in*, but also what *went out*. I ascertained that quite a bit of what went out was unnecessary waste and an unjustifiable leakage. Assisted by the suggestions offered, I located in quite a few instances, the bung-hole of such leakage, and applied to it a well-fitting and effective stopper.

"Another thing to which my attention was forcibly directed, was the question of quick delivery. I put that to a practical test by procuring an auto-delivery truck, and I am more than satisfied with the results. I not only have saved valuable time, but have given much more satisfactory service, securing thereby additional business, and have done it at less cost and expense, taking into consideration the additional quantity delivered as compared with wagon delivery.

IT PAYS TO BUY THE BEST MATERIALS AND EQUIPMENT

"Still another suggestion which I adopted with satisfactory results, relates to the material used in our bakeshop. I have demonstrated to my own satisfaction that it pays to use the best material only, consistent, of course, with the price of such material relative to the demands of the trade supplied. In other words, it pays at all times and in every instance to give the *best for the money*.

"Again, it has been demonstrated that in the equipment of your bakery proper, it pays to have everything of the best that you can possibly afford, from your oven on down to the smallest utensil. With the best material, and with the best oven, and with the best facilities to handle your output that you can afford, your road to success is paved."

The next speaker was A. B. Laws, of the Fleischmann Co., who addressed the bakers on "An Ideal Loaf and How to Make It."

In the evening the delegates were the guests of the Waco Mill & Elevator Co., at a smoker.

SECOND DAY'S SESSION

The first talk on the second day was delivered by Mrs. R. B. Dupree, of Waco, on "Why I Eat Bakers' Bread." The reasons she gave were as follows:

REASONS FOR EATING BAKERS' BREAD

"First, and mainly, baker's bread well-made surpasses in my opinion the bread baked in the home.

"Second, I believe it is more economical and certainly less trouble.

"The third reason is that fresh bread can be had each day, which is not possible unless bread baked in the home is made each day."

In explaining these reasons, Mrs. Dupree said:

"I do not believe there is a person within the sound of my voice that will question these statements, but I direct your attention to my first reason again. You will note that I have only mentioned well-made bread. There is no defense for poorly-made baker's bread. It is the poorest commodity offered the public. Dealers should purchase the best raw material, add to this competent workmen, and these elements brought together should make better bread than can be made in the home. A good product will create demand. You will find it unnecessary to offer premiums with your bread to entice the public to buy. Put every cent possible into your product, leaving yourself a fair profit, and your business will thrive thereby.

SUGGESTIONS FROM A HOUSEWIFE

"Now, if you will allow me to wander from my subject just a little, I will suggest as an agency to help acquaint the public with your product, the show window. In this connection, I will say that I believe baker's shops should be located, if possible, on principal streets. When this is the case, show windows should be stocked with delectable looking breads and pastries. Merchants in other lines of business find that show windows are big assets, and I can not but believe that well kept show windows will prove profitable to you.

"Another matter that might well be directed to your attention, and one that overshadows all others in importance, is sanitation. Your show window may be beautiful and your show cases and bread racks well kept, but what of your department in which the actual making of bread is done? Can you invite your most critical customer into this department at any hour, feeling sure that a thoroughly sanitary condition prevails there? If you can, and if you advertise to this effect, I feel that your business will be stimulated. Possibly better than inviting customers into your baking quarters would be to arrange these quarters so that the purchaser can look into them from the front of your establishment. If this customer sees a clean working room with tidy workmen, the bread just tastes better and the purchaser is pleased. So, in summing up, I recommend a sanitary shop, good bread and honest prices."

Following this talk, which was of extraordinary interest, a paper was read by T. P. Duncan, of the Waco Mill & Elevator Co., on "The Grading of Flour."

Another interesting discussion was heard on the subject of "Auto Delivery." This question was discussed at length by many of the members of the association, some of whom, having tried both auto and wagon, contended that the wagon was much cheaper and that they could give their customers better and quicker service, while some users of the auto had found it cheaper and capable of rendering better service than the wagon. Some members stated that they found it well to have an extra horse or two on hand, and in this way good service could be given while the horses would be kept in fine order.

The association held an executive session in the afternoon, at which W. A. Collmorgen, of Lufkin, spoke on the "Welfare of the Association;" Herman Richter, of San Antonio, on "Buying a Copyright;" and Charles Vincent, of Waco, on "Re-sale of the Baker's Product."

THIRD DAY'S SESSION

At the third day's session, which was for bakers only, the following officers were elected to serve during the coming year:

President, W. A. Collmorgen, Lufkin; vice-president, Herman Richter, San Antonio; treasurer, Joe Schepps, Dallas; executive committee, John Gottlob, Galveston; F. Goldman, Waco; Ed.

Goodman, Dallas; August Schenk, League City, and F. W. Pflughaupt, San Antonio.

One of the interesting speakers at this session was F. Goldman, of Waco, who took for his subject, "Fuel for Bakeries." This started considerable discussion, after which F. Keaton, Waco, spoke on "Bread Shipments."

It was decided to hold the 1917 convention of the association at Dallas.

After a short discussion, the meeting adjourned *sine die*.

* * *

Some Thoughts on Baking

Dr. Robert Wahl, of the Wahl Efficiency Institute, Chicago, recently addressed one of the classes at the Institute on "New Thought in Baking." After reviewing the industries in which remarkable advances have been made scientifically, Dr. Wahl said:

"And now the realization has at last dawned on the baker as well as upon men with scientific training that there are reciprocal relations between them and that a scientist who has specialized in baking, who has left his laboratory to work at elbow with the baker at his trough, that is, one who understands the baker's needs, and the problems he has to contend with, may well benefit him in his work, as other industries have been benefited.

"Thus, it has been found that flour, water, and yeast, are not so uniform, and simple in their characteristics, and their influence upon the finished product is considerable, while the knowledge that yeast is a microscopically small plant, and that fermentation with its accompanying generation of gas causing aeration of bread, involves intricate life processes, such as assimilation of food materials, by the yeast; proper conditions as to temperature, quality of water and air, is a knowledge that has made gradual progress since Pasteur's time.

"Knowledge of the yeast plant and its life functions enables the baker to secure a vigorous and healthy dough fermentation devoid of foreign ferments with their noxious influence on the quality of bread, resulting in a more palatable product with finer and more uniform texture of crumb and finer flavor. Proper treatment of the yeast, proper selection of type, avoidance of certain injurious bacteria in the flour, means avoidance of unsightly holes. Proper fermentation temperatures at various stages of the process exerts a marked influence on the aeration process and time of ripening.

"Character of baking water has received little attention so far, and yet, it may determine quality to a marked degree; ingredients in many baking waters, escaping entirely ordinary means of detection may exert a detrimental influence, which application of proper correctives overcomes.

"Such are a few of the problems and suggestions as to their solution. There are many others, such as the proper precautionary measures to secure freedom from infectional diseases, such as ropiness and souring. In appreciation of the helping hand of science, special classes in baking are being arranged in connection with University and High School courses of Schools for Vocational training. In Minneapolis, Dunwoody Institute; in Milwaukee, the Milwaukee continuation school; in Urbana, the University of Illinois; in Chicago, the Lane Technical High School, the New York continuation school, are a few of the educational institutes, that have introduced a course in baking or are making preparations for doing so."

* * *

St. Louis Master Bakers' Ladies Society

This organization gave a banquet to their friends and husbands on May 3, 1916, at the Turner Hall. It was a very pleasant affair. Mrs. F. Hartmann took occasion to thank all present for their support and attendance.

George Voges, formerly connected with the Holstein Commission Co., joined the forces of The Fleischmann Co. "Nuff said."

Here Is An Extraordinary Pie

It is made with

Libby's **Crushed
or Grated
Hawaiian Pineapple**

RIGHT now is the time to begin using Libby's Crushed or Grated Hawaiian Pineapple. You'll win a new and greater reputation as a pie-maker and give your customers finer flavored goods at almost no increase in cost.

We'll send a delicious Pineapple Meringue Pie recipe and other recipes on request, or see BAKERS REVIEW (May issue) page 68. Write at once for additional information.



Libby, McNeill & Libby - Chicago

Write for Mince Meat quotations today.

Answers to Inquiries on Many Problems of the Bakers

This department is open to any and all of our readers who wish to secure information on any phase of the baking business. In requesting answers to inquiries, please give full name and address, not for publication, but as evidence of good faith

Dog Biscuit

Will you kindly publish a recipe for dog biscuit, something that can be made by hand in a bakery to sell at about 10 cents a pound?—C. A. D., FLA.

ANSWER

2 qts. warm water 12 lbs. low grade or feed flour
2 ozs. salt 2½ lbs. beef liver
Chop the liver quite fine and mix into the flour; add the salt and water and make a clear dough. Roll out in sheets ⅜ in. thick and cut with square cutter. Dock and bake on oven bottom. Dry out well in oven.

Velvet Cake

Will you please publish in BAKERS REVIEW a recipe for Velvet Cake Mix?—B. L. L., KANSAS.

ANSWER

1¼ lbs. sugar ¼ pt. milk
10 ozs. shortening 1 lb. 10 oz. flour
½ pt. eggwhite ½ oz. baking powder
If you would like to have this chocolate add 2 ozs. cocoa (powdered). For yellow cake ½ pt. egg yolks in place of eggwhite.
Mode: Cream sugar and shortening; add eggs gradually, then milk; sift in flour and baking powder; mix thoroughly. Bake in moderate oven.

Dry Yeast

Can you give me a recipe for making dry yeast? One that will be as strong as magic yeast or stronger.—A. C. L., TEXAS.

ANSWER

If you want to make your own dry yeast you must make a stock yeast first. Here is a formula on a small scale:

Boil two ounces of hops in one gallon of water for twenty minutes; strain this upon two pounds of strong flour and one pound of malt; stir this thoroughly and let cool to about 85 degrees F. then strain it again and stir in eight cakes of dry yeast, which must have been dissolved in the necessary warm water previously; then let this mixture stand in a warm place undisturbed for about twenty to twenty-four hours; then work in enough white corn meal to make a fine, smooth, dry paste, which can be rolled; then roll this out about half an inch thick and cut in square pieces, and dry as fast as possible (turning the pieces occasionally will hasten the drying process). When thoroughly dry, pack away for future use.

Effect of Acid Phosphate on Cakes—How to Keep Cakes From Checking

I would appreciate very much if you would tell me what effect acid phosphate has on cake work and how to use it. Also what will stop cakes from checking.—C. H., PA.

ANSWER

Acid phosphate is used as a substitute for cream of tartar but is not equal to it in strength. Since the war began the price of cream of tartar has advanced to such an extent that acid phosphate is being used to a larger extent than formerly.

In making large doughs, bakers are using it in the proportion of one and one-half times the amount of cream of tartar: that is, to one pound of bicarbonate of soda use three pounds of acid phosphate.

To stop cakes from checking: see April number of BAKERS REVIEW. Page 87.

French Doughnuts

Kindly forward me a recipe for French doughnuts, sometimes called Columbia doughnuts. I have been making them but they are getting too greasy. I have been putting a little ammonia in the mix but I think that is wrong. Anything you can do for me will be appreciated.—M. S., ILL.

ANSWER

The cause for your trouble is either in the mixture not having enough flour, or it may be in the frying because of having the grease too cool.

Here is a formula which should prove satisfactory in every way. This mixture will give 12 to 15 dozen at 10 or 12c a dozen.

Put 12 oz. lard compound or cottonseed oil in a kettle; add to this one quart of water and bring to boil on a good, brisk fire. When it is boiling, stir in 1½ lbs. strong wheat flour and scald this thoroughly. After this put the scalded mixture in a bowl and stir in a half pint of eggs. After this is mixed in stir in an other half pint of eggs and so on until you get the right consistency. You will need about 1 quart and perhaps a little more. By mixing the last eggs in, you must be careful not to put too much in at once, as the mixture may get too soft. In the meantime have your grease up to about 385 degrees F. or somewhat higher, as you would have it for regular doughnuts, for which heat should be 400 to 420 degrees. Now bake one kettle full to see how they turn out. In case they do not turn out light enough, you can mix in another egg, or perhaps a little milk. After a little experience in this way you should be able to substitute one-quarter of the necessary eggs with milk and so make the mixture a little cheaper and by and by you can use ¼ of an ounce ammonia, then you can make the doughnuts a little smaller and so get more out of the mixture.

Salt-Rising Bread

Would you kindly publish a formula for baking Salt-Rising Bread?—H. B. C., Mo.

ANSWER

To obtain good results in making Salt-Rising Bread, it is necessary to keep everything that is used good and warm. The following formula will give about 25 lbs. of dough, so you can figure how much you will need for your requirements.

The first procedure is to make a starter, or stock yeast, which is made in the following manner:

Put one-half pint water and one-half pint milk in a pot or saucepan on fire and bring to boil. In the meantime scale off four ounces cornmeal, ¼ ounce salt, and ¼ ounce baking soda. Mix this together and stir it into the boiling milk, to scald it, then set aside into a warm place until it ferments, which will take from 15 to 18 hours. After this, take two quarts of warm water of about 110 to 115 degrees, put this on the starter, and with about five pounds of flour make a sponge. Put this on a warm place again and let raise again until it is fully ready and foamy; but do not let it drop, it will take from one to one and a half hours. Now put on two more quarts of good warm water, four ounces of salt and four ounces of sugar and four ounces compound lard, make a dough, using about twelve pounds of

flour. Do not overmix this dough, just mix it smooth, then let it rest a little while, until it shows life, then scale off and mould into your pans. Bake in a heat of about 400 degrees.

Now here is a remedy in case the sponge does not raise as happens occasionally:

As soon as you see that the sponge won't come, after it is made one hour, just take a quarter of an ounce compressed yeast or a cake of dry yeast, dissolve it in warm water, and m'x it into the sponge (a piece of yeast raised dough will do the trick, too); this will come pretty fast now. Then go ahead in the same way as outlined before, only with the exception that you scale and mould your dough immediately after it is made. Your bread will have the same appearance and flavor and perhaps better than if it were made the original way. We have helped ourselves in this way often, and always had good results, so it should be valuable for you.

The Use of Maize in Bread

Would like to know how and in what proportions I could use maize in bread. I use the sponge dough, and have any other bakers used it with good success?—E. S., MICH.

ANSWER

We suppose you mean "Corn Flakes." You can use same in proportion of 4 pounds to 100 pounds of flour. Just mix with the necessary water before making dough and then mix with the broken up sponge and then mix in the flour.

Wine Drops or Snaps

I would like to get a recipe for wine drops.—J. G., NEW YORK.

ANSWER

What you mean by "Wine Drops," is not very clear to us. We are giving you a formula for Wine Snaps with detailed description of how to make them. Suppose that this is the cake you desire. If it does not meet with your approval, kindly send us a sample of the cake you would like to make.

WINE SNAPS

12 ozs. sugar
8 eggs

$\frac{1}{2}$ lb. cake flour
lemon flavor

Mix all the ingredients together, then spread the batter 1-6 inch thick with the point of a bowl knife in a cardboard stencil placed on a waxed pan. Have considerable space between the snaps as they spread in baking. Bake in a moderate oven; as soon as they are done cut the snaps loose from the pan and roll over round sticks about one inch thick and six inches long. Some wafers may be rolled on a pointed stick so as to form a cornucopia. The stencils may be cut to any desired figure, but care should be taken that the cut edges are smooth. The wafers are generally filled with whipped cream.

* * *

St. Louis Association

Regular meeting of the above association was held at the Turner Hall, May 17, all officers being present. Mr. Hoffmann, president, was in the chair. After the reading of the minutes several important topics were discussed, among the most important being the present high prices of raw materials, and what could be done to take care of the same. Also the report of the committee revising the by-laws of the association was heard and several important amendments were favorably voted on. Furthermore Mr. Hoffmann reminded the master bakers of the coming convention in Omaha and asked that as many as possible attend. He also impressed them with the importance of the exhibition to be held in conjunction with the convention.

* * *

Another Permanent Secretary

F. P. Wilharm has been elected secretary of the Master Bakers' Association of Western Pennsylvania, and will devote all of his time to the work of the organization. Permanent headquarters of the association have been established in the Jenkins Arcade Building, Pittsburgh.

Bakers' Advertising Stunts

Kansas City is now undergoing a siege of advertising by bakeries in which one company endeavors to outdo the other in novel ideas. These schemes range from dropping tiny loaves of bread out of an aeroplane to holding free cooking schools. The crowds that each successive attraction draws is coincident with the volume of business done by the respective bakery.

"The Human Fly," a gentleman with the remarkable faculty of climbing the sides of buildings without any aid except personal physical ability, was taken in hand by Nafziger Baking Company in an effort to put the name of their *Butter-Cream* bread on the map. It certainly did this, for on the occasion of each climb the "fly" made in this city, crowds ranging from fifteen to eighteen thousand people carefully followed him in his "walk" up the side of the edifices. He pulled his stunts three or four times in this city, until the police force got after him and practically refused to allow him the privilege of making the climbs. He was taken to surrounding towns then, and performed there. The "fly" was dressed in a suit of white, with the words "Butter-Cream Bread" in large letters on the back of the suit. After successfully scaling from one story to another he would make a short speech telling of the virtues of the Nafziger's product.

This same company brought Mrs. Bertha Wilcox, well-known demonstrator, to Kansas City, obtained an entire theater for her use and packed the house with people watching the various uses to which Nafziger's bread could be put.

The Smith Baking Company recently chartered Andre Houpert, the prominent French aviator, and his aeroplane. Flying over Kansas City at noon one day, the aviator dropped small loaves of Smith's *Holsum* and Warneke's *Butter* bread, to some of which were attached \$1 bills. The people all over the city were given the opportunity to witness the flyer; and when he was over the business section, spectators and traffic stopped in their tracks and watched him.

Several days later, a well-known circus came to town. Not to be outdone, the Nafziger company obtained the permission of the circus management and on the side of each elephant during the parade and the show was hung a poster telling of the various days of the week on which *Butter-Cream* bread could be used. Suffice to say there were seven elephants, each one denoting a different day.

The sales manager of one of the companies expressed the opinion that the "freak" advertising paid. He remarked that it made a good conversation opener between his salesmen and the users.

The Campbell Bakery has recently started advertising in newspapers very extensively, heading the copy by a good sized cut of one of their trucks. The body of the ad exploited the good points of their product, and extended an invitation to the public to inspect the bakery any afternoon except Saturday and Sunday.

* * *

Former Ward Manager now With All- Package Grocery Stores Co.

William F. Rothlisberger, formerly manager of the Ampere, N. J., plant of the Ward Baking Co., has severed that connection and become associated with the All-Package Grocery Stores company as a director, and will personally supervise the building up of the All-Package bakeries. Their baking plant, which is located in Brooklyn, N. Y., now has a capacity of 18,000 to 20,000 loaves of bread a day, but it is believed that this will be doubled in the near future, and in addition, a similar plant will be established on Manhattan Island. Mr. Rothlisberger has had twenty-one years experience in the baking business.

* * *

New Jersey Convention June 7

Newark will be the meeting place of the annual convention of the New Jersey Master Bakers' State Association to be held June 7. The session will be held in Schwaben Hall, 593 Springfield, avenue, Newark.

THE BAKERIES OF AMERICA

Personal Visits and Inspections of Machine Shops by a Practical Baker

Lynn, Mass.
(Continued)

Friend Bros., 118 Brookline.—The Friend brothers have the largest and most up-to-date bakery in Lynn. The building occupied by this firm is 200 feet long, and 100 feet wide, two stories high, and with a basement. It was built about three years ago. On the top floor we find the dough room, office, dressing room, general storage room and the flour storage room with a capacity of about 6,000 bbls. of flour. The dough room is equipped with a Lynn-Superior and a Rockwell mixer, equipped with tempering tank and flour sifter. The large iron troughs were furnished by the Triumph Mfg. Co. and Lynn-Superior Co.

The flour storage room is well ventilated and an ideal place for this purpose. The flour is hoisted into this room by means of a flour hoist, electrically operated. This hoist is on the outside of the building, so that when the hoisting is done, it will not interfere with other work done at the same time in this room.

In the general storage room all kinds of materials are stored. When opening the window of this room, I noticed a very clever contrivance. They have a little tank attached to the outside wall in which is kept the kerosene used in the stove on which the crullers are fried. The kerosene flows from this little tank into the burner of the oil stove, one floor below. The tank is on the outside of the building in order to eliminate the fire danger. Mr. Friend told me that the use of kerosene for the frying of crullers and doughnuts is a great saving for him. He says he needs only four dollars' worth of oil a week, and he uses the oven all night long.

The dressing rooms are equipped with wash stands, steel lockers, etc.

On the lower floor we find the shop, loading room, and cake department. The shop is the finest corner in the building. Here we find a Lynn-Superior 2-pocket automatic dough r, a Thomson extension moulder, a Zerach baller, Zerach closet and a roll divider. The bread dough is sent from the dough room through a chute into the dough divider, the roll dough also slides down through a chute right onto the bench on which it is worked up. After the bread is up, it goes into the proofing room. One door of this leads into the shop, and one right into the oven room. This is very handy, and avoids back steps.

The baking is done in nine ovens—eight Petersens, (four on each side), one of which is a rotary used for cake baking, and a reel oven built by the Barbour-Stockwell Co., of Cambridgeport, Mass. The Petersens are fired from the rear, the reel oven is fired from the basement.

From the oven room we come into the cake shop. Here we find a Triumph cookie dropper and a cake machine of the same make. The Boston brown bread is baked in a little "steamer," having the appearance of a safe. The doughnut kitchen is in a corner and is absolutely fireproof.

The pies are made in the basement. Here we find a little hand rimmer and a pie washing machine furnished by the Colborne Co., of Chicago. This machine was very highly praised by Mr. Friend as a great time and money saver.

In the basement is also a large general storage room, a refrigerator, boiler for heating purposes, etc. The reel oven, as mentioned above, is fired from the basement. Here again we noticed a clever contrivance. A little oven built into this oven, right next to the fire side. Heat, that would go to waste, is converted into this oven, in which—beans are baked, and with great success as I have been informed. The baked beans are canned and sold to the grocers. In the basement we further find a repair shop.

The stable is separated from the main building and I counted 35 heads of horses in same.

The garage is right next to the stable and is steam heated.



By Otto Werlin,

Editorial Associate BAKERS

REVIEW

Loading facilities are excellent. Every wagon loaded and the goods counted before the driver appears.

The condition of every department in regard to cleanliness, and sanitary precaution is up to date, and Friend Bros. can not be commended too highly for keeping their plant in such splendid shape. They employ about 78 people, including bakers. Twenty-two wagons are out. 4,000 loaves are baked every day. The bread is wrapped in a wrapping machine built after Robert Friend's ideas. Everything is sold wholesale, but none is shipped. The firm also specializes on puddings, which is steamed, canned and sold to their grocer-customers.

The Friend brothers started in a small way and now own the finest and largest bakery in Lowell, Lynn, and Melrose, Mass. The progress of the brothers is most remarkable and is made due to their progressiveness and upright business methods. This little item will certainly interest our readers. When I entered this plant, a number of pupils from the public school visited the bakery under guidance of Mr. Friend and the teacher. It was a pleasure to note how interested the little folk watched the bakers work. This helps the "kids" see the bakery is a very good idea.

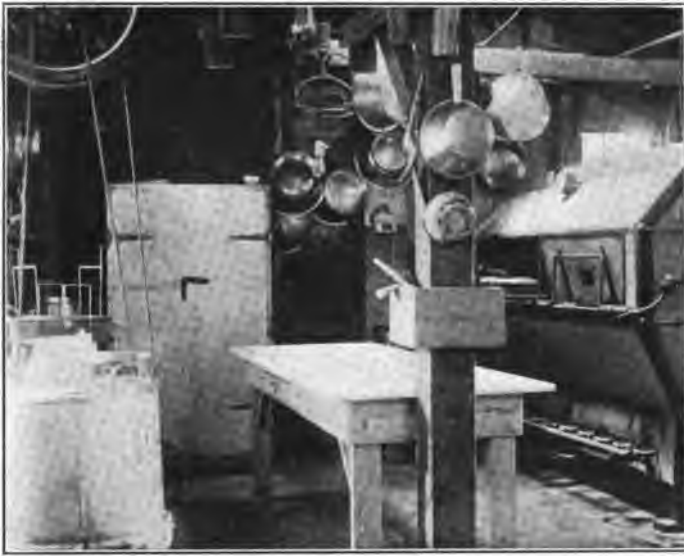
certainly should be taken up by other bakers as it is educational and instructive.

Woodbine Bakery, Miss S. P. Felter, Prop., 5 Broad Street. Walking down Broad street, a lantern, made after an old Dutch design, hanging from a corner of the house at 5 Broad street, drew my attention. By going a little closer, I noticed a sign bearing the words: "Woodbine Home Bakery." The outside there is not much to see of the bakery. To have to enter via the house door and open the door to the right, then you are in the store. And what a cute store! No elegant fixtures, everything plain, homely and immaculately clean. I saw a nice plain line of goods displayed. While I was mustering the baked goods, the lady of the house appeared, and after I told her why BAKERS REVIEW has sent me on the road, etc., she invited me to see her bake shop. And, boys, some shop! In this little world of a shop another lady baker was busily rounding up the cuit loaves. The miniature bakery is one of the neatest places I have ever seen. Small but clean, very clean, equipped with the cutest and littlest machines used in the trade. I saw a Champion egg beater (very small) and a dough mixer with which you can mix but six quarts of dough. A nice little galvanized steam box is also here. The bakery is done in a Meek reel gas oven and a Middleby Critchfield oven.

The shop is ventilated by an electric fan. You can see all the improvements in tools, etc. This little bakery is unique, that I shall have to tell its history.

The place is owned by three sisters; two do the baking and selling on Broad street, while the third sister is in charge of the recently opened branch store at 160 Humphrey street, Swanscott, Mass. The head of the firm is Miss S. P. Felter, who was a school teacher for twelve years. Five years ago they opened a little place somewhere in Lynn, the present place being owned for three years. How things went at the time they started is very interesting. They did not know anything about baking, not more than mother used to do. Along came a cheerful salesman and taught them the certain things. He showed them how to round up the doughs as the bakers do, and other useful things. When I asked the ladies who the traveling salesman was, they said: "Oh, it was one of Johnson's awfully nice fellow." Business began to pick up, and one little machine after another was added and improvements were constantly made until the little "wonder" had its present shape. The result, if I am not mistaken, the best prices in Lynn for baked goods. Here is a sample of their price list: One dozen doughnuts, 20 cents. One dozen Parkerhouse rolls, 15 cents. One dozen cup cakes, 30 cents. One dozen spice cakes,

cents. The smallest apple pie, 15 cents. The bread is scaled 12 ounces for a 5-cent loaf, and 1½ pounds for a 10-cent loaf. Of course, only high grade ingredients are used, and the cakes as well as bread are of superlative quality. **BAKERS REVIEW** has been read by the ladies for over three years, and



A Corner of the Woodbine Bakeshop

when I asked them how they were led to order the **REVIEW** they told me that all the salesmen say that it is the best paper. I have seen quite a few lady bakers lately, but the shop of Miss S. P. Felter is one of the most progressive and efficient of its kind.

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Providence, R. I.

D. F. Joy, 742 Broad St.—My report of Providence begins with one of the finest and most up-to-date bakeries in the city. The modern equipment, combined with the utmost sanitary precaution under which the high grade line of goods are produced, make this bakery one of the show places of Providence. Mr. Joy was in business for four years in Buffalo, N. Y. The present place was built by him in 1915; the opening took place in September. The shop is equipped with a complete Read outfit, consisting of dough mixer, blending outfit, automatic flour and water scale, and cake mixer. There is also a Van Houten roll divider. The baking is done in a double oven built by the General Oven Co. The oven is fired from the rear, and the side walls of same are covered with white tiles. A woman is employed for the purpose of cleaning and washing up the shop, and the machines and utensils used by bakers. Therefore the shop is always up to the mark in regard to cleanliness, and Mr. Joy is always glad to show visitors around the place. I noted the very latest in sanitary bread cooling racks, pan cleaning tables, etc. The shop is painted in mill white; high and large windows make the same light and airy. For the convenience of the bakers we find a dressing room with lockers and washstands. Loading, wrapping, and counting rooms are also a feature of this twentieth century bakery. Six bakers are employed, and five wagons deliver the goods. About 40 bbls. of flour is used weekly. The bread is wrapped in a little hand sealer. The retail store, with the modern fixtures, show cases and the prevailing air of refinement, marks the same to be one of the finest stores in Providence where food products are sold. I noted here also the modern suggestion board instead of the old fashioned unsanitary tags pinned on the goods. Mr. Joy, the progressive originator of this model bakery, is a strong believer in modern methods. It is for the best of our trade if bakers do their utmost to keep their shops in good condition, he told the writer. By the way, this gentleman is also a good friend of **BAKERS REVIEW**, and a few copies of this paper can always be found on his desk.

John Kennedy, 1059 Westminster.—Mr. Kennedy certainly has one of the best equipped shops in Providence. Bread and cake shops are entirely separated. In the bread shop I found a Thorobred dough mixer, roll divider and a dough brake. The baking is done in an old fashioned brick and on Ordway oven. Right next to the bread shop is the loading and counting room. Every driver has his own closet with his name printed thereon. He receives the goods ordered the day before in this closet to which only he and the firm have access. This prevents all mix up and the loss of time in the morning. The cake shop

is equipped with a Champion cookie dropping machine, two Morton egg clippers, and a Colborn pie rimmer. The baking is done in a reel oven and an old fashioned brick oven. Fifteen bakers are employed and nine teams are out. Everything is sold retail. Mr. Kennedy started in business 24 years ago. Every corner of the shops is kept clean and the goods produced by this reliable firm are known on account of their superlative merit in many hundreds of homes of Providence. Mr. Kennedy's retail store is one of the finest and busiest stores in this city.

Najarian Bros., 618 Granston St.—The Najarian Bros. are certainly great believers in modern machines. They have one of Providence's most efficiently equipped shops. If any baker in this city still doubts the benefit of modern machinery, I would refer him to Najarian Bros. Four years ago they started in business on a very small scale. Soon realizing the value of time and money saving machines, they built the present plant two years ago. It is a sunlight bakery, clean, sanitary and well ventilated. I found the following machines in the shop: a Lynn-Superior dough mixer with a Read automatic flour and water scale; a 2-pocket automatic dough divider, and a rounder, both machines furnished by the American Bakers' Machinery Co.; a Thomson moulder, a Triumph cake mixer and a cookie dropper of the same make; a Van Houten roll divider and a Colborne pie roller. The roller alone saves this firm one man every day. The proprietor told me that this machine pays for itself in a few months to anyone having a daily output of more than 250 pies. Employ seven bakers, and use seven wagons. The bread is wrapped in a little hand sealer. The baking is done in two Knight ovens and one National.

Sell mostly wholesale. **BAKERS REVIEW** is the only paper they read and one of the brothers showed me that they purchased all machines from our advertisers.

Banspach Bros., 1915 Westminster St.—The brothers have been in business for 20 years, and are engaged in the baking, catering and ice cream business. The building occupied by them is three stories high. On the first floor we find the make-up and oven room. In the shop is a little dough mixer and a roll divider. The baking is done in three old-fashioned ovens to which a steam boiler furnishes the necessary steam. The side walls of the ovens are covered with white tiling. The ice cream department is also on the same floor, and is equipped with up-to-date machines. A twin freezer furnished by the Tyson Co. does the freezing. On the second floor we find the dough room, cake shop and stock room. In the cake shop is an egg clipper and a beater. The baking for this department is done in a Middleby oven. The dough room is equipped with a Lynn-Superior mixer. In the stock room one man has charge; he scales all the ingredients used by bakers, cooks, etc. The top floor is used for flour storage. Here we find a blending outfit. In every department an air of cleanliness prevails. Banspach Bros. employ about 40 people; among them are seventeen bakers. They have two trucks and nine teams. They also use three branch stores, and are the largest caterers in this city.

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Willimantic, Conn.

Blanchette & Hoffmann, Church St.—Willimantic's largest and most up-to-date bakery. Founded by Mr. Blanchette 33 years ago. Mr. Hoffmann, the present partner, has charge of the bread department. He started to work for Mr. Blanchette 26 years ago. In 1909 he was taken into partnership. He missed only one night's duty in the shop, and this happened a few years ago when a terrible blizzard swept over the New England States. Mr. Hoffmann, who was in another town to visit relatives, could not return as the railroad traffic was crippled on account of the snow storm. But no other power than the elements could prevent him from doing his duty six nights in the week. Mr. Hoffmann is a fine man. Amedee Courtemanche, the cake foreman, told me that Mr. Hoffmann has been married twice, and the automatic dough divider clipped part of his finger away, but he is always on the job!

Three years ago they remodeled the shop, and about 1½ years ago they equipped same with up-to-date machinery, making a twentieth century bakery out of it. The top floor is used for cake department, dough and flour room. In the cake shop is a Read cake mixer, and a Triumph dough mixer with sifting and tempering outfit. The baking is done in an Ordway oven.

The shop and make-up room is on the lower floor and equipped with the following up-to-date machines: a two-pocket automatic dough divider, and a rounder, both machines furnished by the American Bakers' Machinery Co. We further find a Thomson moulder and a roll divider as well as a revolving proof closet. The baking is done in a Duhrkop oven, the side walls of same being covered with white enamel tiles. Every department is in fine sanitary condition, well-ventilated, light

and airy. Employ eight bakers, and two teams and one auto do the delivering. Sell wholesale and retail and do a fine shipping trade. Trade of this progressive New England firm is steadily increasing, owing to the high quality of the goods produced.

Newton, Robertson & Co., Grocers, Confectioners & Bakers, 342 Asylum St.—The above-mentioned firm is, no doubt, the leading grocer in Hartford. But they do not lead only in the grocery line, but also as bakers. The goods produced by Newton, Robertson & Co. are of prize-winning quality. Only the best ingredients, and no substitutes whatever are used in producing the baked goods. The motto of the firm is: "In quality we trust!" The firm started its own bakery in 1898. At this time C. A. Rhoades took charge of the baking department. D. S. Rhoades, his son, was active in the shop. The father died some time ago and the son now has charge of the cake department, a rather responsible position, as this department is a very busy place, fifteen bakers being employed constantly. The tremendous strides the firm witnessed in the growth of their baking line, are, in my opinion, due largely to the capable management of the late and present managers of the baking department. Mr. Rhoades, Sr., was an old reader of *BAKERS REVIEW*, and his son also is a true friend to this paper. (I just happened to think that perhaps some readers will say I praise these two gentlemen only because they are friends, but this is not so, as every Hartford baker will also tell you that prize-winning goods are turned out by this firm. The baking department is located on the third and fourth stories of the building. On the fourth story bread and doughnuts are baked. Here we find a Day dough mixer, and a Read cake machine. The baking is done in three Knight portable ovens. On the third floor is the cake shop. Here we find a Day cake machine, while the baking is done in three Knight ovens. Bake about 500 loaves of bread and 100 pies. But a full line of fancy cakes, which is the main trade of the firm, is turned out. I found every working department right up to the mark in sanitary appointments. In the cake shop there are 28 windows; I do not think there is another cake shop in the State of Connecticut that has so many windows. This, of course, solves entirely the question of ventilation. I can not help to repeat that their high-grade line of goods, combined with a most sanitary shop, places this firm in the front rank of the trade in Hartford.

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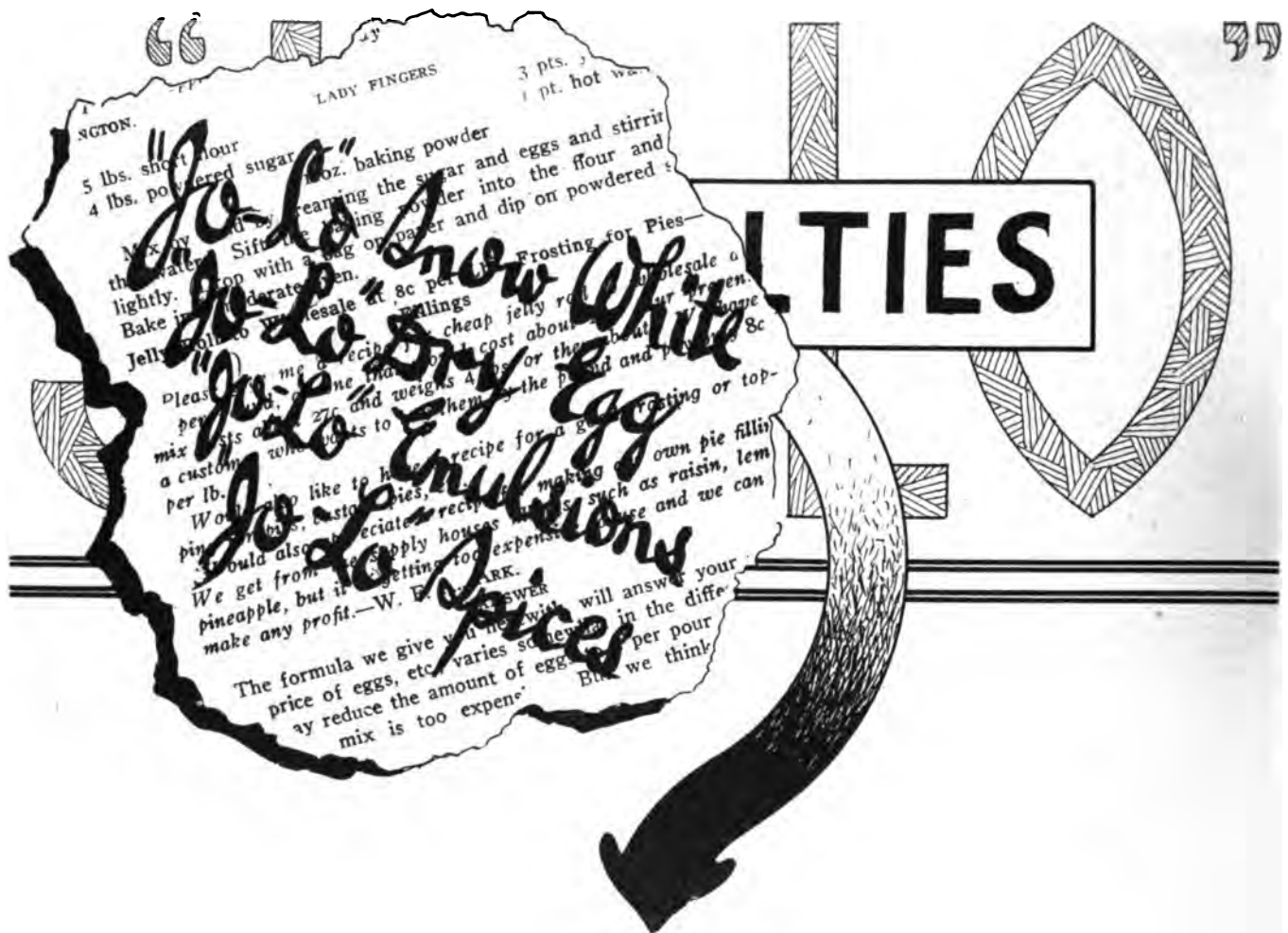
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READ THIS

Saponin Barred From Food Products

The addition of saponin to food mixtures which are sold for use in place of white of eggs is regarded by the Bureau of Chemistry of the Department of Agriculture as constituting adulteration within the meaning of the Food and Drugs Act. In "Service and Regulatory Announcements No. 17" it is stated that the practice is usually adopted for the purpose of concealing inferiority and that therefore it comes within the definition of adulteration in the Food and Drugs Act. Saponin is used extensively in so-called substitutes for white of egg for the purpose of producing foam and thus giving the articles a fictitious appearance of body and therefore of food value. —*May Issue Bakers Review.*



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Don't put up with the troubles that are most common in making package cake—settle those difficulties by using "JO-LO" specialties—made especially for package cake.

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Put your problems up to our representative who will call at your request and demonstrate how quality Package Cake is made with "JO-LO" Products—it will cost you nothing and the results will please you.

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Gentlemen:

Please send me full particulars regarding your package cake specialties, and let me know when you can arrange to send your representative.

Name

Address

State

A Greater National Association of the Baking Industry

By Samuel F. McDonald*

SO FAR as I am advised, the only service (and it is a valuable one) which any of our state associations has yet rendered to its members, in addition to conducting the annual convention, may be defined as a certain watchfulness exercised over legislation, and the effort to defeat that which seems inimical to the best interests of the baker. And this is of course one of the most needed forms of service.



S. F. McDONALD

But there is an unlimited range of service, which can be valued in money, and which may be rendered to the baker by and through his industrial organization, and in no other way. The difficulty is (as we have found in the National executive committee since establishing our head-

quarters and starting out upon a basis of year-round service to our members), not in finding something to do, but to select intelligently, from a field bristling with opportunities, a few that will be appreciated and understood by your membership, and that lie within our limited capacity of time and money to perform.

Every intelligent baker understands the legislative service. It would not perhaps be difficult to raise a special fund if necessary by voting an assessment of a cent or fraction or multiple thereof, per barrel of flour used, for defeating such a bill as the recently attempted repeal of the mixed flour law in Congress.

Our executive committee of the National Association realized that the repeal of the present law would mean trouble for every baker who was not able to maintain a highly efficient flour testing laboratory or pay a large annual bill to such a laboratory. Those of you who were in business prior to 1898 will remember the impossibility of knowing how nearly pure the flour was that you were offered.

We decided that the National Association could not afford to let the millers fight this battle alone, and we were recognized as being equally interested with them in the defeat of the bill, although the expense of conducting the case before the committee was borne almost entirely by the millers.

Jay Burns, the able president of the National Association, presented some carefully prepared and very valuable testimony in behalf of the present law, looking at it from the bakers' standpoint; and if you can get hold of a copy of the printed record of these hearings, let me suggest that you turn to page 392 and read some of Mr. Burns' testimony, which covers twenty-odd pages of the record.

You will find some very interesting figures which represent the magnitude of the bread industry in this country and some illuminating information on the value of the gluten in wheat flour and the economic effect of mixing cornstarch with it. If you read his testimony all through you will get considerable enlightenment on the subject of a proper human diet—the balanced ration, and incidentally you will be proud to read what Mr. Burns had to say about the American baker.

I mention the testimony given by bakers at this hearing

merely to emphasize the fact that the baking industry is "finding itself," as Kipling says, and that the men who are taking the leadership in it are men who can carry their end with any other set of business leaders, aye, or professional men, for that matter. E. C. Faircloth and J. B. Everidge, members of this Association, also gave valuable assistance in the defeat of this bill in Congress.

I heard just before I came down here that Senator Albert Cummins, of Iowa, the great corn state, had introduced into the Senate a bill providing for the repeal of the mixed flour law. We've beaten the Rainey bill before the House committee, but the corn products people are evidently not ready to lie down. However, I am willing to predict that the present Congress will never vote on either bill. When the committee on agriculture of the Senate has a look at the 600 pages of testimony taken before the Ways and Means Committee and sizes up its job, we are inclined to think it will be too busy to take up Senator Cummins' bill. But we'll get it next year or the year after and we must be prepared to meet the issue intelligently and wisely—and that's where our National Association comes in.

I desire at this time to warn those engaged in this industry that a great organization will be necessary in the near future to meet situations put up to us by other large organizations. If the National Association is made large enough it will insure peace for this industry, just the same as a large navy and a good army will insure peace to our country.

A PER CAPITA TAX FOR ADVERTISING

I want to suggest to you gentlemen that in order to set up a real defense it is sometimes necessary to take the offensive, and some of us have been speculating for several years on the probability of being able to raise a barrel tax on the membership for an offensive campaign of constructive publicity, that should gradually but surely remove from the public mind all of the misconception and misapprehension regarding the baker's business and the baker's product, which have been so diligently disseminated and fostered by business and professional interests with their own particular axes to grind, and which in the aggregate have done the baking industry incalculable harm.

The National Association has during the last six months undertaken to "put a crimp" in some of this defamatory work and has established relations with such powerful aids as the Federal Trade Commission, which is very much interested in false advertising as an important phase of unfair competition and the national vigilance committee of the Associated Advertising Clubs of the World. A patent medicine concern that was taking a fall out of white bread in its reading advertisements published pretty generally throughout the South, was willing to quit when threatened with prosecution; we were able to have a statement attributed to Dr. Rupert Blue, surgeon general of the Public Health Service, in the advertisement of the Postum Cereal Company, repudiated by Dr. Blue and withdrawn; we are now after the Public Health Service itself for publication of matter derogatory to white flour and white bread in connection with an investigation of the cause of pellagra in the South; and we propose that the baker's attention shall be called to certain flour millers who are seeking to increase their sales for family use at the expense of the commercial baker and to the apparent willingness on the part of millers' organizations that home baking shall be encouraged; but these efforts are but a small part of

*Mr. McDonald's views were presented at the Southeastern Master Bakers' Convention.

the work that must be done by bakers and millers too, if the truth about white flour and bakers' bread is to be spread as far and wide as falsehood has been spreading for many years.

THE BAKING INDUSTRY'S BIGGEST ENTERPRISE

I am not in a position to say how far the officers of the National Association have progressed with the consideration of this enterprise, or whether they expect to report on it at Salt Lake or not. It is a subject that requires a great deal of careful study, and as a definite undertaking, has not, I think, been mentioned except in the most general way on one or two public occasions. I dare say that the thought is entirely new to many of you.

Yet, I believe we are coming to it, and I know that when it does come, it will be the biggest and the costliest enterprise which has ever been undertaken for the baking industry, and the most productive, if carried out wisely and on a suitable scale. It will cost thousands of dollars to do it right and every interest concerned and every organization of the baking industry will have to be enlisted; but when it has run its course the people of the country and the officials of the country and the newspapers of the country will know that there is a baker's god in Olympus; that commercial white bread and other loaves made by the baker, are the best food, the best balanced ration, for man and superman; and that before using baker's bread as a convenient knocker and door-step for introducing some new and untried food product, it would be well to pause and consult the organized bread industry as to whether or not there is likely to be any objection on the part of bakers.

The only way an industry can gain the respectful consideration of newspapers is to spend money with them, and magazines are equally vulnerable through the cash drawer; and the only way, or at least the surest way to reach the public, is through these same newspapers and magazines, in a variety of different ways.

However, I do not wish to attempt here any detail of the methods which might be employed. I do want to say, however, and this will have to be considered as an important condition and precedent to any preparation for blowing vigorously our industrial horn—that our self-aggrandizement will surely prove a boomerang to the industry, if we are not fully prepared to meet the attention of the entire country, directed to its bake-shop and their products. Every bake-shop in the land, large and small—good, bad and indifferent—will be drawn directly into the limelight of public scrutiny and probably of a new official inspection fitted to the standard we shall ourselves be claiming, and while the benefits of such an advertising campaign will be great if we are worthy, so will the injury be great if we should make claims which we could not substantiate.

And this takes me back to the comparatively small number of commercial bakers that belong to any organization of their industry, and the difficulty which we should have in seeking to impose upon the large number outside the fold, any new or radical condition, however desirable or beneficial.

If it were even possible for us to say that all the progressive "modern" bakers were in the ranks of the organized, the problem would still be simple, and it seems to me that we must make an Herculean effort to bring in all such men before we can properly undertake so great an effort in behalf of the baking industry, if only for the reason that these men will surely want to pay their share for the certain benefits to be derived, and because we should keep the unearned increment as low as possible.

A MEMBERSHIP STANDARD

Then will it not be necessary—I put it in the form of a question because I feel so sure of the answer—to "set our house in order" by establishing a standard of membership, not only of sanitation, but of quality, service and perhaps even of competition and business ethics, and politely but

firmly refuse to retain or admit those who cannot or will not conform? Otherwise how will it be possible to advertise the only kind of facts that will bring us the desired results?

To-day, large baking institutions are taking into their organization the best talent available for laboratory research work and hope through the discovery of new ideas to better dominate the markets. The smaller bakers will have no access to this knowledge and should, through increasing association numbers, have a research laboratory of their own maintained in some central city, where also, those who complete a practical knowledge of the art of baking could acquire a complete technical finish to his trade.

Incidentally I would not have any baker think that I am talking from the standpoint of the large baker. I have been and am now comparatively a small baker and I know that the little shop may be and sometimes is, a more sanitary place than the large plant; that it can and not infrequently does, turn out a better product; and that it is sometimes even a better fire risk. It all depends on the character and will of the proprietor.

There is one thought that grows upon me as I hear organization work and service under discussion, and that is that when it comes to the really big things to be done not even the National Association with its larger and more complete organization in process of formation, can hope to accomplish much by itself.

I believe there is a letter from Mr. Bell asking this Convention to appoint a delegate or delegates to sit in at an informal conference which Mr. Stude of Houston will call to order as a sort of side-show to the Salt Lake convention. The purpose of this conference, as I understand it, is to ascertain if possible what sort of implied relationship, if any, exists between the two dozen or more state and group-state organizations and the National organizations, and what more definite relationship, if any, is desirable.

AN AFFILIATED ASSOCIATION OF AT LEAST 5,000 BAKERS

Personally, I feel that we should have an Affiliation of Associations in this United States which would represent a membership of at least 5,000. The bakers, I believe, have an opportunity next to the retail grocers of having the largest Association in the United States, when speaking of numbers. I had an idea not long since which I will tell you of, as a suggestion entirely personal, that may start other ideas to working which will result in this large organization. It was that the National Association should take a keen interest in the organization of about twelve district Associations over the United States, with a convention in each Association once per year and these conventions held during each succeeding month all over the United States. This would insure a worth while convention and would offer an opportunity to many bakers to attend a convention once a year, who feel it impossible to attend a National convention unless it comes close to their city. Then, once per year, we would hold a National convention and each sectional association would send delegates to the National convention, carrying matters of interest to discuss and to solve which would be of the utmost benefit to the sections from which the delegates came. The delegates would be elected on account of their activity in the sectional associations and it would be somewhat a reward of merit and would insure the attendance of two or three hundred delegates at every National convention who were live wires, intelligent and able to make each annual convention an epoch in the baking industry. This would not prevent individual bakers attending the national convention just the same as they do at this time, even though they were not delegates.

We should have dues of about \$15.00 per year, \$5.00 of which, we will say, would go to the district organization and \$10.00 to the National Association, and when a member joined a district association, he automatically became a member of the National Association. This would bring to us the

interlocking interest of every district of the United States. We have a few members less than a thousand now. I trust the Southern bakers will take a great deal of interest in the enlargement of the National Association. It should be a source of gratification to every baker in the United States that the National Association has been as effective and as successful as it has been with the small number in proportion to the total contributing to it. I am sure you will agree with me in this. in this.

LESS THAN HALF THE STATES ARE ORGANIZED

Less than half the states are organized, and only seven west of the Mississippi, but I understand that Utah is about to organize (one of the beneficial results, I presume, of recognizing the desire of our western members to have a National Convention), and I anticipate that Colorado and other Western states will soon organize.

A glance at the map will satisfy you that the planning of such groups geographically should not be difficult, and for the rest I imagine it is chiefly a matter of initiative.

We must all anticipate and assist a more complete and through organization of the industry and I bespeak your co-operation in the plan by which Mr. Stude has proposed to make opportunity for a general discussion of the whole subject at this proposed informal conference during the National Convention in August and I trust that several delegates will be appointed from this Association to the Salt Lake caucus.

Our idea in adopting Mr. Stude's suggestion was that we ought to draw out the attitude and views of men from all the state organizations and hear a selected group of them discuss informally the question of a proper relation between local, state and national organizations, before we undertook to formulate our own views and secure a definite expression from the organizations.

I am also advised by Mr. Bell that he has not yet completed the organization of our general legislative committee and he lacks a representative from each of the Carolinas. This matter is also referred to in his letter to President Geilfuss. We do not expect to reorganize this committee every year and so we want to get the right men and have them serve for a number of years at least.

Judging from the interest that is shown every week by letters written to the National Secretary, our committee has at last hit upon the right method to pursue in seeking to convince our members that they cannot afford to do business without keeping a reasonably accurate record of their cost, and that that man who doesn't know by recorded figures what his product costs him, is mighty likely to be a destructive competitor.

To those of you who are not members of the N. A. M. B. and are therefore, not getting these letters every week, I can only say that they are prepared by a firm of efficiency engineers in Chicago that has been getting an excellent idea of bake-shop experiences during the past two years with a group of bakers scattered over a dozen states and that they are educational in character and intended to develop the individual interest of members in this important subject, so that the Association may feel warranted in proceeding farther with this service and if possible assisting every member who needs it, to establish a suitable system of cost records in his bakery.

These letters alone are worth the cost of membership, and could not be secured except through an Association at ten times the cost.

ASSISTS ALL BAKERS WHETHER MEMBERS OR NOT

The National Association offers to its members and to the members of other associations or to individual bakers, at any time and in any place in this country, its assistance in securing better conditions and in defeating unfair legislation. It is the aim of the National Association to inspire the industry with a desire to place all of its operations absolutely above reproach; to make better conditions for its operations absolutely

above reproach; to make better conditions for its operatives and better results for proprietors. It tries to have in mind at all times the interest of the consuming public and to discourage at all times the doing of those things which would tend to detract from the confidence of the housewife in baker's product.

The National Association is holding its convention in the West this year, with the idea of stimulating interest in association affairs by the western bakers. Does it seem to you that there is nothing of special interest to you in this fact? I feel that it is very much to your interest to know that bakers of Oregon, for instance, are shoulder to shoulder with the bakers of Georgia in the effort to put their industry on a little higher plane every year. It will be worth your while to meet these men and to see the great big out of doors they live in, and don't forget to take your wife or she'll never forgive you and you'll never forgive yourself.

No baker can hope to get very far beyond commonplace mediocrity in these days of complicated business conditions, if he relies entirely upon his own knowledge and ingenuity, any more than he can pull himself by his own boot-straps.

Trade organizations are needed to give voice and expression and force to the collective protests or petitions of their members; they provide us with the machinery by which we may formulate our collective views after a broad consideration of the subject in hand, and they are the only means by which we can fight our industrial battles. Their very existence is often a safeguard against attack. They serve us, therefore, as the diplomatic corps, the legislative body, and as the army and navy serves a nation.

Now, let us resolve to interest every baker that we possibly can into co-operating and contributing what little he can for the advancement of the industry. We will get real good out of the effort in proportion to what we put into it, as sure as you like.

I will conclude by telling you a story of Van Dyke's to illustrate the thought just mentioned:

STORY OF THE BANKER

There was a banker who was cold and severe. He repressed all generous and humane emotions and his severity shriveled up his finer and nobler sentiments. He reared a family; sent his children to college; he made some sensational bequests to charitable institutions which gave him considerable prestige in the community. He built a wing on a hospital which was called after his name, built a beautiful window in a church that bore his name and characteristic with his rigid rules of banking he made an effort to get something for each dollar that he expanded. He was a cold, shrewd, fierce money-getter; greed entered into every pore of his being and he ceased to be anything but a financial hyena. The atmosphere was such that in it no great thought could take root, no great soul could grow and no great character could be formed. His oldest son, in whom the banker had set great store and whom he hoped to have succeed him in his business, had entirely different surrounding and experience in his college life, and his experiences in his father's business after he came home were uninteresting and repulsive to him. The son and the father stayed late at the father's office one evening, the son endeavoring to convince the father that a broader and more humane policy should begin to take root in the business. Finally, when the hour was late and the discussion had ended in a severe disagreement, the son leaving the office, the father put his head down upon his desk to think, and his thoughts wandered from one condition to another, and finally dwelt upon his neighbor, an old doctor. The old doctor, with great difficulty, had reared his family and had maintained himself in the community and had gained for himself the love and respect of every one far and near. He never failed night or day to respond to every call, whether in good weather or in bad weather, his cures were marvelous and the confidence in him was great. His cures

were made, no doubt, through the words of cheer and inspiration that he left with his patients, rather than his medical skill. He was a poor collector. He forgot to charge and the money that he received was more largely the money that was voluntarily paid him than by prosecuting collections.

As the hour was late and the banker was tired he fell asleep and in his dreams he continued to think of the old doctor and he dreamed that he and the old doc died on the same day and approached St. Peter's gate at the same time and were bidden to enter in together. After their identification was made known, their records ascertained, they were given in charge of an angel to be taken to their future homes in Heaven. After traveling quite a distance they came to a beautiful mansion before which they stopped and the angel ushered the old doctor in, informing him that that should be his forever. He continued on with the banker and finally arrived at a small, unpretentious place, in which he ushered the banker and informed him that that was his place in Heaven.

The banker protested that the "Old Doc" must have gotten his place and that this must be the old doctor's calling the angel's attention to the many bequests that he had given to various charitable institutions in the world and the angel called his attention to the fact that he got credit for all that in the world and surely he would not be so unfair as to expect credit for it twice and the angel informed him there were no mistakes made in Heaven; that there was nothing in Heaven to build with and all that they could build in Heaven for him was what he sent there to build with; that that was all he had sent and consequently that was all they could provide for him.

Don't you see it is the same law of averages, the same law of balance? If we must get something from the industry, we must put something into it, and what is true in Heaven is true in this world; if we would have something built for us that is worth while we must contribute something worth while to build it with.

* * *

From Small Local Bakery to National Institution in Less Than Two Years

CARL SULZER—the Chicago Baker who made bran bread a specialty, captured the Chicago market and now has his product on sale in many cities. Showing how success can be made in specialized lines if properly merchandised.



CARL SULZER

In the issue of Bakers Review, August, 1915, there appeared an article headed "Increasing a business from \$800 to \$4,800 weekly, in five months." The writer told how Carl Sulzer had perfected a loaf of bran bread and how by judicious advertising this loaf was established in a big way in the Chicago field. Since August, 1915, this loaf, and the conspicuous success which Carl Sulzer has enjoyed in a specialized bread business, have attracted so much at-

tention, all over the country that bakers in cities throughout the east and middle west have contracted for the use of the Sulzer Bran Bread formula and selling plan which was so successful in establishing the bread in Chicago. From the present outlook the time is only a few months distant when Sulzer's Bran Bread can be purchased in all principal cities—the same quality—the same size—the same style loaf everywhere.

SUMMARY OF INTRODUCTORY HISTORY

In the preceding article in this paper, the writer outlined how Carl Sulzer had devoted ten years to experiment in a persistent effort to produce a loaf of bran bread that would have a jempting flavor as well as laxative merit. Many difficulties were encountered during this period and each defect had to be corrected as it developed. Alterations had to be made from time to time, in the formula and process to overcome faults of various sorts and finally a loaf was developed that could be guaranteed to stand up in good shape for six days. As a result of the long experiment engaged in, a special process was discovered, and instead of having an ordinary dry graham loaf, Mr. Sulzer was able to produce a loaf with a flavor that was entirely unique and which is largely responsible for the wonderful success of his business.

With his loaf right in every way, Mr. Sulzer placed it on

sale in a small number of grocery stores and proceeded to develop the business on a limited scale. This was a slow process since grocers were inclined to wait until there was a demand for the bread before stocking it. After distribution had been secured as extensively as possible under the circumstances, and the bread was selling fairly well where it was known, Mr. Sulzer determined to go after bigger business. He made plans for improving his distribution and facilities and then launched a campaign of advertising in the Chicago Tribune appealing to consumers as well as grocers. This effort brought the quality of Sulzer's Bran Bread to the attention of the public and this quality won. Chicago started eating bran bread; Chicago liked bran bread and the Sulzer business grew by rapid strides. Nearby cities soon requested Sulzer agencies and the bread was shipped to dealers there. Chicago grocers quickly found that in a few weeks this loaf had sprung into such popular favor that it had to be on sale all the time, as regular stock.

THE FIRST STEP IN NATIONAL EXPANSION

This extraordinary success in Chicago soon attracted the attention of bakers in other cities. The details and results of the Chicago plan were heralded widely by bakers' trade papers and requests began to come in to Sulzer for particulars. Bakers were interested to know whether the same or similar success could be enjoyed in their respective cities with a bran loaf or some other kind of health loaf. Requests were received for copies of some of the Sulzer advertising and others inquired if the Sulzer formula was for sale. One baker in the east finally came forward with a definite proposition to buy the formula and advertising and asked that a price be placed on them. This caused Mr. Sulzer to agree to the baking of his loaf and use of the advertising outside of Chicago and soon bakers in a great many cities had secured license to bake Sulzer's Bran Bread and Sulzer's Whole Wheat Raisin Bread in their respective territories, which extend from Colorado to the Atlantic coast.

Mr. Sulzer came to America only eleven years ago and by steady persistent effort rose from humble employe to respected employer of a large force of workers. He is president and principal stockholder of Carl Sulzer, Baker, Inc., and is one of the best advertised bakers in the country.

Winning the Housewife to Bakers' Bread

By H. Malchow*

THE American housewife comes from many parts of the world. In her flows the mingled blood of many races, but from the experience of the baker in trying to win this housewife over to his viewpoint, one would think that they all came from Missouri. They all want to be shown. Argument alone seems to have very little or no effect. It is no use to tell she can save money by buying the baker's bread, she is not good at figures anywhere, except at the bargain counter. Neither will it help us to tell her she can save her labor, for she just loves to work and never expects to get anything for what she does. Then what must we do? We must show her that we can and will sell her a better loaf of bread than she can possibly make at home. If we are fortunate enough to get her order and we fill this order with a loaf half baked and soggy—or over-fermented and sour—it will probably be a long time before we will have another chance with her. Another thing—we must give her what she really wants, not what most of them think they want. Especially is this true in the Southern States. The housewife of the South has a perfect horror of stale bread and if the crust of the bread is hard she pronounces it stale. Now, no baker has ever succeeded in baking a wholesome loaf, well baked, of good color and yet with a crust that is soft and yielding to the touch, yet every baker in the South, outside of New Orleans, yields to the cry for soft bread. We fire up our ovens so the loaf will bake quick and we send this soft bread to the housewife. She feels of it, pronounces it good fresh bread, cuts it up and puts it on the table, but as the members of the household eat the bread they feel it sticking to their teeth, it reaches the stomach in chunks and the stomach rebels. It communicates its dissatisfaction to the brain and the brain expresses itself through the lips, in words that generally run like this: "Mamma, why can't we have some hot corn-bread; I don't like light-bread at all," or "Mamma, let's have some nice flaky biscuits next meal, or else some hot cakes; this bread don't fill the bill." So of course Mamma yields, and when the grocer fills her next order bread is not one of the items. And then we wonder what makes business so slow.

DEVOTE ENTIRE ATTENTION TO THE HOUSEWIFE

Now if the baker would just forget that he has another bakers competition and would just forget the grocer and devote his entire attention to the consumer—who after all is the court of last resort—the autocrat of the breakfast table, he would make real progress in winning and holding the patronage of the housewife. Now suppose the baker goes to work in earnest to convince the housewife that she can buy good bread from him and that his bread is made clean and delivered clean. He cleans up his shops, he puts his bakers in white clothes, he cleans and repaints his wagons and he compels his salesmen to put up a neat and clean appearance. Next he calls his foreman into the office and they get together to improve the quality and appearance of the bread. The loaf must have a rich, golden brown color—How get it? He must add a little more yeast and a trifle more salt, a little more milk and a little malt. He must take the dough young, for nothing is so fatal to color as over fermentation. But this will make his loaf smaller than it used to be, so he must scale a little heavier. He must thoroughly bake it and yet it must feel soft to the touch when it reaches the housewife. The only way to do this is to wrap it in an expensive wax wrapper that will soften the crust.

WHAT THE BAKER IS UP AGAINST

Then the master baker takes up his pencil and begins to figure: Flour, \$7.00 or more; lard, 13c; oil, very near the same; sugar at 7½ to 8c; increased cost of running the shop, increased cost in delivery, wear and tear and depreciation of machinery, automobiles, horses and wagons, increased cost of insurance; war tax is added to already increased taxes. How can this loaf be made as it ought to be made and delivered as it ought to be delivered and yet sell it at the same price he is now getting or less per loaf and leave a reasonable profit for the baker? And then, if the baker figures honestly and correctly he will at last throw down his pencil in despair for, ladies and gentlemen, it can't be done!

But the poor man has his all invested in the business, he must go on—to raise the wholesale price to 5c or more won't work—the public won't stand for it. What can he do? What does he do? Why, in nine cases out of ten, he gives up the ideal loaf, the loaf that would win the housewife and keep her won, he continues to cut the quality and size of the loaf—and perhaps the price also—and he continues to eke out an existence, doing a small volume of business.

TEN-CENT LOAF THE SOLUTION

Now, you may well ask the question: What should the baker do? There must be a solution to this problem. I fully believe there is a solution, but it cannot be solved in a hurry. Let us take for granted now that we have arrived at the conclusion that during times of high priced material such as we now have, and are likely to have for years to come, it is not possible to make a profit on the 5c loaf—and make it as it should be made—then what follows? We can make a 10c loaf that will meet every requirement, and still make a profit on it. The only increase in cost of the 10c loaf over the 5c loaf is in material. It costs no more to handle in the shop—the oven will hold almost the same number of loaves—it takes no more to wrap it than the 5c loaf and the increased cost of delivery is very little. Therefore, we can make a good 10c loaf and sell it to the grocer at 8c; the grocer will not be sorry for he will make a better profit and the housewife will get what she really wants.

Now there remains but one thing to do—but that is the most important and will require some money and a lot of patience. This consists in ways and means to induce the housewife to buy the 10c loaf. There are many ways to do this but that is another story. This is not a paper on advertising. The most important point to make is that we can make his loaf as it ought to be made and sell it at 8c wholesale, and you make sure when this loaf makes its appearance on the table of the Southern housewife it will make friends with all the members of the family. Its rich golden brown color will appeal to the eye—the aroma from a well baked loaf makes one hungry, and as father and mother and brother and sister spread good butter on the bread and eat it, you will hear them exclaim: "Now, I could make a meal on bread like that," and "Mamma, pass the bread, please," and quickly the bread will disappear from the table but the memory of it will linger, and as the housewife talks to her neighbor over the back fence she will talk about the good bread she had for supper, and both will send in their order to the grocer for some more of that good bread. The husband will talk about it in the club, the children will advertise it during lunch at school, and gradually, if slowly, the news will spread from housewife to housewife, that she can buy a better loaf of bread than she can possibly bake at home, and the problem will be solved.

*Suggestions presented to the Southeastern master bakers at Macon.

were made, no doubt, through the words of cheer and inspiration that he left with his patients, rather than his medical skill. He was a poor collector. He forgot to charge and the money that he received was more largely the money that was voluntarily paid him than by prosecuting collections.

As the hour was late and the banker was tired he fell asleep and in his dreams he continued to think of the old doctor and he dreamed that he and the old doc died on the same day and approached St. Peter's gate at the same time and were bidden to enter in together. After their identification was made known, their records ascertained, they were given in charge of an angel to be taken to their future homes in Heaven. After traveling quite a distance they came to a beautiful mansion before which they stopped and the angel ushered the old doctor in, informing him that that should be his forever. He continued on with the banker and finally arrived at a small, unpretentious place, in which he ushered the banker and informed him that that was his place in Heaven.

The banker protested that the "Old Doc" must have gotten his place and that this must be the old doctor's calling the angel's attention to the many bequests that he had given to various charitable institutions in the world and the angel called his attention to the fact that he got credit for all that in the world and surely he would not be so unfair as to expect credit for it twice and the angel informed him there were no mistakes made in Heaven; that there was nothing in Heaven to build with and all that they could build in Heaven for him was what he sent there to build with; that that was all he had sent and consequently that was all they could provide for him.

Don't you see it is the same law of averages, the same law of balance? If we must get something from the industry, we must put something into it, and what is true in Heaven is true in this world; if we would have something built for us that is worth while we must contribute something worth while to build it with.

* * *

From Small Local Bakery to National Institution in Less Than Two Years

CARL SULZER—the Chicago Baker who made bran bread a specialty, captured the Chicago market and now has his product on sale in many cities. Showing how success can be made in specialized lines if properly merchandised.



CARL SULZER

In the issue of Bakers Review, August, 1915, there appeared an article headed "Increasing a business from \$800 to \$4,800 weekly, in five months." The writer told how Carl Sulzer had perfected a loaf of bran bread and how by judicious advertising this loaf was established in a big way in the Chicago field. Since August, 1915, this loaf, and the conspicuous success which Carl Sulzer has enjoyed in a specialized bread business, have attracted so much attention

all over the country that bakers in cities throughout the east and middle west have contracted for the use of the Sulzer Bran Bread formula and selling plan which was so successful in establishing the bread in Chicago. From the present outlook the time is only a few months distant when Sulzer's Bran Bread can be purchased in all principal cities—the same quality—the same size—the same style loaf everywhere.

SUMMARY OF INTRODUCTORY HISTORY

In the preceding article in this paper, the writer outlined how Carl Sulzer had devoted ten years to experiment in a persistent effort to produce a loaf of bran bread that would have a tempting flavor as well as laxative merit. Many difficulties were encountered during this period and each defect had to be corrected as it developed. Alterations had to be made from time to time, in the formula and process to overcome faults of various sorts and finally a loaf was developed that could be guaranteed to stand up in good shape for six days. As a result of the long experiment engaged in, a special process was discovered, and instead of having an ordinary dry graham loaf, Mr. Sulzer was able to produce a loaf with a flavor that was entirely unique and which is largely responsible for the wonderful success of his business.

With his loaf right in every way, Mr. Sulzer placed it on

sale in a small number of grocery stores and proceeded to develop the business on a limited scale. This was a slow process since grocers were inclined to wait until there was a demand for the bread before stocking it. After distribution had been secured as extensively as possible under the circumstances, and the bread was selling fairly well where it was known, Mr. Sulzer determined to go after bigger business. He made plans for improving his distribution and facilities and then launched a campaign of advertising in the Chicago Tribune appealing to consumers as well as grocers. This effort brought the quality of Sulzer's Bran Bread to the attention of the public and this quality won. Chicago started eating bran bread; Chicago liked bran bread and the Sulzer business grew by rapid strides. Nearby cities soon requested Sulzer agencies and the bread was shipped to dealers there. Chicago grocers quickly found that in a few weeks this loaf had sprung into such popular favor that it had to be on sale all the time, as regular stock.

THE FIRST STEP IN NATIONAL EXPANSION

This extraordinary success in Chicago soon attracted the attention of bakers in other cities. The details and results of the Chicago plan were heralded widely by bakers' trade papers and requests began to come in to Sulzer for particulars. Bakers were interested to know whether the same or similar success could be enjoyed in their respective cities with a bran loaf or some other kind of health loaf. Requests were received for copies of some of the Sulzer advertising and others inquired if the Sulzer formula was for sale. One baker in the east finally came forward with a definite proposition to buy the formula and advertising and asked that a price be placed on them. This caused Mr. Sulzer to agree to the baking of his loaf and use of the advertising outside of Chicago and soon bakers in a great many cities had secured license to bake Sulzer's Bran Bread and Sulzer's Whole Wheat Raisin Bread in their respective territories, which extend from Colorado to the Atlantic coast.

Mr. Sulzer came to America only eleven years ago and by steady persistent effort rose from humble employe to respected employer of a large force of workers. He is president and principal stockholder of Carl Sulzer, Baker, Inc., and is one of the best advertised bakers in the country.

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*Suggestions presented to the Southeastern master bakers at Macon.

Oklahoma Master Bakers Meet at Tulsa

THE ninth annual convention of the Oklahoma Master Bakers' association, by far the most successful in the organization's history, came to a close on April 27 after a three days' session in Tulsa. More than 100 bakers and above 50 supply men, and perhaps as many more visitors and women folk were in attendance.

This year's convention was a fifty-fifty affair. That is, there was fifty per cent. business, and fifty per cent. pleasure. The local bakers provided the most enjoyable entertainment for the visitors, including automobile rides, dances, banquets and the like. A banquet was also given by John Z. Kroutil, of the Yukon Mill and Elevator Company, Yukon, one of the faithful friends of the Oklahoma bakers.

The convention meetings were held in the Brady hotel. The first session was called to order Tuesday morning, April 25, by President J. B. Compton, of El Reno. The president's remarks, in part, were as follows:

THE PRESIDENT'S ADDRESS

The President's address should be a summing-up of the business for the past year with some suggestion for the coming year. Some good has been done. I believe you will all agree with me that we have had a hard time for successful baking, but have kept the faith and worked hard under extraordinary conditions, hoping the time would come when relief would come to us. If it is ever the lot of the baker to purchase his raw materials as he did a few years back he will be well paid for his hardships and experience of the past two years. And yet while working under these extraordinary conditions we have seen a rapid increase in the consumption of the bakers' goods, due to the fact that the baker has put forth more effort. Within the last five years there has been more progress in the art of making bread than there was in ten years previous, this change being brought about by the degree of excellence demanded by the bakers themselves stimulated by their association with the bakers attending the National and State bakers' meetings and through the development of modern machinery which are great labor savers and bread improvers. The object of this convention is the assembly of its members to exchange ideas, and review the progress that has been made and perfect measures to keep up with the business which must travel upward, and while we have achieved a great part of our success by personal experience we believe at least some credit is due this organization as I do not believe any baker could have attended our last convention without at least being benefited some.

I do not believe the relations of our State organization with the National Association are as close as they should be to assist one another and derive the proper benefits and inasmuch as the National Association have tendered us a representative for this convention and as Oklahoma has never been represented by a delegate at a National convention, I would recommend that one be sent from this association to the coming convention at the expense of this association.

Mr. Compton also thanked the trade journals for their co-operation, and the officers for their valuable assistance, calling particular attention to the unsparing activities of Secretary Otto Schmidt in behalf of the association.

MR. NAFZIGER'S WORK AT THE CONVENTION

One of the interesting visitors at the convention was R. L. Nafziger, of Kansas City, representing the National association. Mr. Nafziger was on the go from the very time he landed in



New Officers of the Oklahoma Association. Reading from Left to Right—Chas. Tremblay, Oklahoma City, Secretary; J. C. Dean, Shawnee, Treasurer; C. E. Lahman, Tulsa, Vice-President; Otto B. Schmidt, Oklahoma City, President.

town until he left. Bakers kept him busy answering questions and discussing the baking business.

While there is absolutely no prejudice among Oklahoma bakers against the National Association, and really never was any, let it be said here that Mr. Nafziger's visit to this year's convention has materially increased the loyalty of the Oklahoma association to the National organization. He impressed upon the Oklahomans the great work the National association is doing and is undertaking to do; he showed them where they, the big baker and the little baker, are getting and will continue to get benefits from that work. Oklahoma bakers now have a better understanding of what the National association means, and consequently

with that understanding there is a better feeling and more of a desire for complete co-operation between the two organizations.

On the first afternoon Mr. Nafziger delivered a short talk to the convention, during which he extended greetings from the National association.

"Business during the past year has been hard on some bakers," he said, "but we also know if we stop and think that hard years, if we call it a hard year on account of high cost of materials, etc., can only be offset by increased efficiency, and increased methods of doing business; and the National association wants to teach the bakers—if I may use that word 'teach'—to aim to become more efficient and bigger businessmen."

The usual committees were appointed, after which a discussion into prices, instituted by J. E. Metcalf of Bartlesville, was abruptly stopped by objection from several members.

BREAD WRAPPING AND WRAPPING MACHINES

W. H. Airgood, representing the Waxide Paper company, of Kansas City, gave a talk on the wrapping of bread. In a discussion that followed H. W. Kuhlman stated his experience to be that the wrapped loaf would not keep as long. J. E. Metcalf, of Bartlesville, agreed with him, especially if wrapped in plain paper, which is porous, and acts the same on the loaf of bread as it does in the moisture or dew—it absorbs moisture and the unwrapped loaf therefore keeps moist twelve hours longer in the unwrapped condition. One will be dry and the other moist. Mr. Nafziger said he was strongly in favor of wrapping bread, "but I won't agree," he continued, "with Kuhlman that it stays moist longer unwrapped."

A discussion of wrapping machines followed. Mr. Lahman invited the bakers to visit his bakery during the convention and inspect his wrapping machine. The invitation was accepted.

THE SECOND DAY'S SESSION

The convention was called to order by President Compton, after which Secretary Otto B. Schmidt read a communication from Jos. M. Bell, of Chicago, secretary of the National association.

WORK OF THE NATIONAL ASSOCIATION

Mr. Nafziger was called on for a talk. He told about the work of the National association, how it was trying to co-

operate with the State and local associations and to build up a bigger and more efficient National association.

In no uncertain words did Mr. Nafziger denounce untrue advertising designed to injure the baking business, and he called attention to the work of the National association in putting a stop to such practise in many instances during the past few years. He spoke of the work of the National organization along the lines of advertising, publicity, legislation, etc., all of which he declared is of benefit to the bakers, big and little.

J. Buhrer, of Oklahoma City, in a discussion following Mr. Nafziger's address said that "the master baker will never be as efficient as the bakers' unions, because they cannot organize for their good, and if the national association could get some organizers out, come into every town and organize the master bakers and make them see where they could get benefits, then we could get an association. Of course the National association is a very good thing. I belong to it and I go to all the meetings I possibly can. I think it is the best thing could be done. More is accomplished there in laws and legislation and in teaching the baker, but how many, my friends, get there? Lots of us I fear do not know there is a National association. The State associations are very good; but we come here, some of us, for recreation and maybe to have lots of fun, but outside of that a great many do not take much interest in it. Now most all of us have got all we have in the baking business, and why bakers don't take more interest in it is more than I am able to understand. If we want to get this association or the National association on a better basis, we will have to work more in harmony and work together and pull for the association night and day and we have got to organize, as I stated before."

Mr. Nafziger dwelt at length upon the importance of increasing the membership of the Oklahoma association and the importance of sending a strong delegation to the National convention which is to be held at Salt Lake City, August 7 to 12. During the course of his remarks, he stated but few of the laymen realized the importance of the baking industry and that only in the larger cities of the East and middle West did the full importance of the baking business take its proper place as one of the assets of a city. In Chicago, New York, Cleveland, Toledo, Washington and other cities of this class, Mr. Nafziger said, there were baking plants operated which represented an investment of millions of dollars in modern buildings and equipment and which employed thousands of men. After a very interesting discussion of the baking business, Mr. Nafziger concluded with an appeal for the Oklahoma association to attend the National convention in force, if possible, and if not, to send the strongest men of the State organization to represent Oklahoma at the meeting.

F. C. Stadelhofer, of St. Louis, representing the American Diamalt Company, Cincinnati, was the next speaker. His address was published in the May issue of BAKERS REVIEW.

The afternoon session, for master bakers only, was opened by an address by C. E. Lahman, of the Middle West Baking Company, of Tulsa, who spoke on "Bread Making from New Orleans to Panama."

In the course of his address, Mr. Lahman told of his travels and observations throughout the central American countries.

"There is no habit so difficult to change as our appetite," he said, in opening his address. "Friday spat out the meat on which salt had been placed. The Bostonian demands beans on Sunday morning whether it be in Alaska or Buenos Ayres. There is no bread like our mother used to make and if we get used to it, even though it was hard and coarse, sour and ill-shaped, we ate it and our sentiment did the rest. So in New Orleans the French, the Spanish and Italians still cling to their customs and there you will find the hard bread and rolls even in the hotels. Even in the canal zone you are doomed to the small rolls which necessitate a nut cracker to open and swallow them."

Mr. Lahman invited the bakers to visit his plant, and several took occasion to accept.

Count the Raisins



They're the Reason

The amazing demand for

California **RAISIN BREAD**
Made with **SUN-MAID RAISINS**

comes from two things—plenty of raisins in every slice and thousands of dollars spent in sensational national advertising. Full pages every month in *The Saturday Evening Post*, colored pages in *The Ladies' Home Journal*, and local newspaper advertising are telling millions of people about this true fruit-food.

Give People Raisins In Their Bread

Raisins are what people buy raisin bread for. Our recipe calls for enough. Bakers who are baking it our way are reaping the harvest of this great success. This is the only bakery product nationally advertised. Cash in on the prestige and impetus of this smashing big national campaign. Let us tell you how. Write today.

**CALIFORNIA ASSOCIATED
RAISIN COMPANY**

Membership 8000 Growers

FRESNO, CALIFORNIA

(271)

On the third and last day, addresses were made by Fred Miller, of the Enid Mill and Elevator Company, Enid; W. Fletcher, of the Thomson Machine Company, Belleville, N. J., and others. The papers of Messrs. Miller and Fletcher were published in the May issue of *BAKERS REVIEW*.

ELECTION OF OFFICERS

Otto B. Schmidt, of Oklahoma City, who has been secretary of the association for the past three years and perhaps the most active member, was unanimously elected president for the ensuing year. C. E. Lahman, of Tulsa, vice-president for the past year, was unanimously re-elected. Charles Tremblay, of Oklahoma City, was chosen secretary; J. C. Dean, of Shawnee, treasurer, and Harry A. Kuhlman, of Pawhuska, was elected member of the executive committee.

Following a spirited contest between Shawnee and Oklahoma City the latter was chosen as the meeting place for 1917.

THE BANQUET

One of the most enjoyable events of the three days convention was the magnificent banquet given by Kroutil, of the Yukon

Mill and Elevator Company, Yukon, at the Brady Hotel on the last evening. When it comes to entertaining, Kroutil does it up in excellent shape. About 150 bakers, visitors and the women folk were present. Glenn Conden, managing editor of the *Tulsa World*, and one of the brightest newspaper men in Oklahoma, presided as toastmaster. Mr. Kroutil was the first speaker. He thanked the bakers and visitors for their kindness toward him during the past year and during the convention, and congratulated them on the success of this year's meeting. Other speakers were J. B. Compton, the retiring president; Otto Schmidt, the incoming president; J. W. Bonewitz, of Hobart; Arthur Little, of Keifer; Frank Gilkey, of the Fleischman Company; Charles Tremblay, of Oklahoma City; F. C. Stadelhofer, representing the American Diamalt Company, Cincinnati; Harry A. Kuhlman, of Pawhuska; Paul E. Franke, representing the Union Wrapping Machine Company, Joliet, Ill.; and Harry Vale, of Oklahoma City.

After the banquet, a dance was held at the Brady Hotel. The dance continued until about midnight.

With The Trade in England

From Our Correspondent

THE new system of the London flour millers in selling all flour, either gross weight, sacks included, or else net weight, with a charge for sacks, is not one with which bakers can complain. We have been accustomed to buy our flour in returnable sacks, and sometimes those sacks were a long time finding their way back again to the mill, for they were far too handy when emptied of flour, and we would rather have the loan of them than the three farthings credited on their return. As the official notice puts it "on and after May 1st, flour will be sold in hessian bags weighed gross, but buyers will have the option of taking delivery in millers' returnable bags, weighed net, at an allowance of sixpence per sack (280 lbs.) from the contract price, the bags being charged at one shilling each and allowed for at the same rate on their return in a clean and good condition within three months. It is an essential condition that all charged bags must be paid for with the flour." No doubt many of us will prefer to buy our flour gross weight including the sack, and we can then retain the latter or sell it to the highest bidder.

UNIONS AND FEMALE LABOR

Mention was made in these columns a month or so ago regarding the employment of women in bakeries, particularly in Scotland. The operatives of the Scotland National Federal Union have had their attention drawn to a number of firms engaging female and other unskilled labor in their bakeries without warrant, and they now give it out that they will not permit any deviation from the course of action which employers are pledged to take, namely, that if, owing to enlistment of his men, an employer desires any relaxation of the ordinary rules of the trade, he should bring the matter before the local branch of the Federal Union, who may agree to release the ordinary rules of the union so as to meet the difficulty. Where application has not been made and unskilled labor is being employed, no plea of misunderstanding will be accepted, and members of the union will not be permitted to work with firms employing unskilled labor in their bakeries unless it has received the sanction mutually agreed upon. And the Government and members of Tribunals who sit to hear the cases of men seeking exemption from the army on account of the shortage of men in the trade, continue to urge upon bosses to employ female and unskilled labor! Ofttimes it seems as if we were between the d— and the deep, blue sea!!!

BREAD PRICES FAIRLY STEADY

Bread prices, during the last month, have, on the whole remained steady at 9d. (18 cents) to 9½d. (19 cents) the 4-lb. loaf. The bad reports of the American winter crop somewhat keep the price up, although American flour is higher in America,

and unchanged here. It now turns out that some of the recent cutting was due to some cargoes of poor grain that had to be used up, and the users of the flour soon found out all about it, and very many regret that they ever reduced the price of bread. The Easter bun trade was very poor; in many districts no buns were made at all; in others, they were only made for shop sale and not sent out, whilst all who made at all sold at not less than a penny (two cents) and twelve to the dozen. But the Easter bun is not killed, it will have a revival after the war of that there is no doubt. They are a lot of work and trouble to make, but they pay, which is the chief thing.

A GOOD ARMY STORY

A good army story is going the rounds. At a review an officer had as a mount an animal which saw bakery service. A wit shouted "baker," whereupon the horse stopped and refused to proceed until someone called "not to-day, thank you," when the horse without further ado proceeded quietly.

THE LIFE OF A COUNTRY BAKER

How the country baker must envy his London colleague, who is doing all he can to induce his customers to "fetch their bread!" This is the picture drawn by a country correspondent of a day in the life of a baker: "Up at three o'clock in the morning, mixing, weighing off, and baking the bread, rushing into the cold stable to feed the horse between times—bakehouse temperature 180, stable 40; snatch a bit of breakfast when you can; get your cart out and start on your rounds; come back late at night tired out, but the sponge has to be set for the morrow, and the horse wants cleaning and feeding and books making up. So he goes on until Saturday night, when he strikes a balance and finds he has been working hard all the week—and there is little profit at the end of it." What a life!

NO LONDON EXHIBITION THIS YEAR

As foreshadowed in the *REVIEW* a couple of months back, there will be no London exhibition this year, the directors having come to this decision mainly through instructions received from the ministry of munitions. It is a great pity that such is the verdict, yet rather than an exhibition which would turn out to be a frost. Most of our engineers are too busy otherwise than to give much attention to bakers' requirements, and millers—well, they can always find a ready market for their flours. As for sundriesmen, many of them cannot get supplies for their customers' requirements, so they, also, are out of count, and for exhibitions, well, most of them are busy in the bakehouse and have no time to devote to artistic confectionery, or the making of exhibition batches of bread. And so, taken all 'round, perhaps it is all for the best, the only likely complainants being the shareholders, who will have to go another year without any dividend.

Trade Getters for the Live Baker

*Fifth Article in a Series by Frank Farrington**

52. SAVING WRAPPERS

There is no better way to make regular users of a commodity out of occasional purchasers than to offer premiums of some kind for the wrappers or containers of that commodity. In the case of goods of frequent or of constant use, such as baked goods, to get a family buying their supply from you all the time, makes them regular customers. It holds the trade and keeps it coming, and if it costs something to hold it in this way, it costs no more than you are willing to pay, probably less than it costs to get a new customer, or to get back one once lost. Look over your stock and see what you have that offers an opportunity for working out this plan.

53. A BALLOON FLIGHT

Advertising balloons may be purchased very cheap. These are the toy balloons sold at fairs and carnivals, and you can have them imprinted as you wish. By filling them with gas and turning a large number of them loose in front of the store on a given date previously well advertised, you will get a crowd to watch the flight and the youngsters in particular will be interested in locating the alighting place of any of them if you offer a souvenir for the return of each. Or by attaching to some of them coupons good for discounts or for free goods you can interest the public further. There is always a good chance of the prize-winning balloons being found by people who are not your regular customers, and if you bring them in and get their free goods, you will be sure to get more or less business out of them, and there is always the chance of making them permanent customers.

54. USE OF A CONUNDRUM

You can attract attention to your advertisements by running across the middle of each, in large type, a conundrum having local significance, referring to local conditions. Devise something that will have an interest and that still will not cause a laugh at any person. Say that the answer will be posted on a bulletin board inside of your store. This will help to bring in the curious to find what the answer may be.

55. POST CARD OFFER

In putting on a special sale, send out to your mailing list postal cards imprinted with an offer to allow the post card to be turned in as the equivalent of a certain sum in the purchase of some certain articles being featured at the time. It is well to stipulate that no person will be allowed to turn in more than one card. The proposition will have a strong pulling power, and the plan is one wherein the results can be traced, thus making it possible to know what its effect is.

56. FREE POST CARDS

The following plan will help draw a crowd for a selling event to be held on some important day like Washington's or Lincoln's birthday, St. Patrick's day of Labor day, etc. Advertise that souvenir post cards of that day will be given to all comers, one card to every visitor, and to persons purchasing goods to the amount of a dollar or more, as many cards as they care to address there in the store and mail in the box you place for the purpose. Have a table where the cards can be written and addressed and plenty of lead pencils. Keep a clerk there to sell stamps and to hand out the cards. Have a locked box with a slot in it for a mail box. Give out to each person one card showing a picture of the store and bearing an advertisement or some facts about the business. At such times, or at any time, for that

matter, people will use these store post cards when there is a convenient place to write them and mail them. It might be profitable to offer to stamp free all the cards of the store that are used, especially such as go to points within trading radius of the store.

57. REGULAR SATURDAY DRAWINGS

If you give every purchasing customer who enters the store a numbered check when the purchase is paid for, and have the check numbered on each end so the customer can drop one end in a box and retain the other; if you do this and then every Saturday evening have a lucky number or so drawn out of the box and a prize awarded to the holder of the duplicate number if present at the drawing, you will increase your sales and you may find your store crowded at the drawing time on Saturday evenings. In order to get the best results from this plan, it ought to be carried out for a considerable number of weeks regularly, thus giving the general public a chance to find out about it through store and window announcements, since it cannot be advertised through any medium that is mailed. Make it a rule that if the holder of the first number drawn is not present, further numbers shall be drawn until a winner is present.

58. PENHOLDERS TO FIT

Give every person who comes in and makes a cash purchase a little envelope imprinted, "A good point for you inside." Inside place a new steel pen and a slip reading, "Bring this pen into Blank's store any time and get free a holder to fit it." The pen and the holder both need not cost more than two or three cents and holders can be obtained with the store name imprinted on them as an advertisement. Of course some people will open the package right at the store and take their penholder then and there, but the majority of persons will wait until they get home and that means another visit to your store, with additional purchases. The plan is simply a little scheme that will result in an increase in the feeling of good will toward you by the customer. You can add to the inscription on the outside of the envelop, if you like, "Open when you get home."

59. SIGNS ON THE DOOR

There are several suggestive phrases, anyone of which you can place on the inside of the door or doorway where the customer going out will almost be compelled to read it. One of these is a simple, "Thank You; Call Again!" Another is "what, have you forgotten to buy?" Another, "if you weren't well served, see Tom," (mentioning the name of the proprietor or manager). Another, "Did you forget anything?"

60. PUNCH CARD PLAN

The card with ten dollars or so in small sums printed around the margin, a premium to be given when the customer has bought enough to have the whole amount punched out, is not a new plan though it usually proves a pretty good one in the smaller communities. A variation of the plan which may have additional business getting power is to give out these cards to the children, writing each child's name on the card when presented, and having the youngster give it to some older acquaintance with the request that the card be used when buying at your store. The key to the plan is that when the amount is traded out, the child whose name is on the card, is entitled to a prize, shown when the card was given out; perhaps a pair of skates or a ball or a doll, or a baseball glove. The child will keep the older person reminded of the card and there will be a pretty frequent boost given to your business by the children who will be working for you.

61. SOUVENIR TUMBLERS

A good souvenir to give at an opening or an anniversary, or at any time when you want to secure peoples' good will by a present, is a thin glass tumbler with the customer's initial on it. Such tumblers of crystal, lead blown glass, fire polished and high-class in appearance, can be bought by the barrel for about 5 cents apiece. One manufacturer even goes so

far as to put up with a two barrel order a supply of advertising circulars and punch cards. By offering to sell the tumblers to people who want to add to the one they secured free, sales enough can be made to net a profit on the scheme, or you can offer to give five additional tumblers, making a set of half a dozen, free to anyone who will buy a certain amount of goods for spot cash within a specified time.

Flour and the Finished Loaf

*By Frank W. Emmons, Washburn-Crosby Co., Minneapolis**

FLOUR constitutes about 60 per cent. of the material used in bread making. Flour and water make up about 95 per cent. of the total weight of dough. The burden of cost of the material used in a dough is placed upon the flour. It amounts to from 75 to 85 per cent. of the cost of the ingredients, depending upon the richness of the formula used. An average dough not containing a large quantity of sugar and shortening will show the flour to make up about 85 per cent. of the cost, while what is called a rich dough will by increasing the other ingredients, decrease the percentage of the cost of the flour to about 75 per cent.

From these figures it is readily seen that flour is the predominating as well as the most important ingredient used in making dough. Some bakers do not lay enough emphasis upon the selection of their flour. Their basis of buying may be price rather than quality. Then again the word quality as applied to flour has a very broad meaning. Some base their quality upon a complete chemical analysis, others base their buying upon some particular chemical test, and again others may base it upon two or more characters represented by the chemical analysis. The difficulty of determining the quality of a flour from its chemical analysis is in the interpretation of the results.

It may be compared to an analysis of soil which may contain all the chemical constituents which are required for land of excellent fertility, but will not grow a crop.

What does so much gluten, so much ash, etc., mean? To the average person it merely means a figure, and if another flour shows that same figure it is considered to be of the same quality. This is far from being the true condition. While some of these figures representing the chemical analysis of a flour may be the same in two flours, these flours may have entirely different characters in the baked loaf of bread. Not only is it hard for the baker to interpret results of chemical analyses of flour, but it is even difficult for the chemist to do so, unless he is supplied with some supporting evidence besides the chemical analysis, such as the source of the wheat used in the manufacture of the particular flour in question.

MANY TESTS FOR QUALITY

The tests used by bakers for indicating quality are manifold. They may test its color in the dry state. This, while it gives information as to the physical color of the flour in comparison with some other flour, does not indicate to any decided degree the color of the loaf of bread which will be received from this flour. The color in a loaf of bread is gauged in a great degree by the temperature and fermentation of the dough.

Physically flour may be ground to various degrees of fineness. The same wheat ground so that the flour particles are of different sizes will show decided variations in color. In the baked loaf the color will be the same.

Again when a flour leaves the mill it will not have as white a color as when it arrives at the baker's or has laid in storage from thirty to sixty days. It would hardly be recognized as

the same flour due to the changes that have taken place within the period of what is called the "aging" process.

This aging process brings up the question of flour storage. We realize that during the wide fluctuations of the wheat market at the present time, one does not like to keep on hand any larger supply of flour than is absolutely necessary, but the advantages gained by storing flour are certainly worthy of serious consideration.

FLOUR SHOULD BE STORED TO "AGE"

While flour is aging for, say, sixty days, the gain in absorption alone will pay the interest on the money invested. While there generally is a loss in the moisture content of flour under favorable storage conditions, still the gain in absorption more than makes up this loss. It is not necessary to look at it from the financial point of view alone, but in quality and uniformity of bread there is a very decided improvement. It is much more difficult and requires more attention to make a good loaf from freshly ground flour than from aged flour. Bakers not accustomed to handling fresh flour are more liable to experience difficulty.

Flour should be stored in a light, dry, well ventilated room having a temperature of 70 to 75 degrees. It should be so piled that every sack will have access to a circulation of air.

If flour is kept too hot it not only ages very fast, but has a tendency to deteriorate. The gluten loses its strength and has a short feeling in the dough. On the other hand if it is kept too cold it does not age at all, it is the same as keeping it in a cold storage plant, where it remains in the same condition as when it was placed there.

Flour is very susceptible to the surrounding conditions. It will take up any odor very readily with which it comes in contact. It also has a tendency to hold it very decidedly. When flour is placed in a damp atmosphere it takes up the moisture from the air easily and does not pass through this aging process. It is liable to become musty or if suddenly taken from a damp storage and placed in a dry, warm atmosphere, often causes flour to cake in the centre of the sack or barrel.

These suggestions ought to impress you with the advisability of aging flour as well as using extreme care in its storage.

ACIDITY IN WHEAT AND FLOUR

Another question of considerable importance on this crop of wheat is what is called acidity. It is questionable as to whether what is termed acidity in the chemical analysis of flour is in reality due entirely to an acid condition in the flour.

By going into the question somewhat more in detail we find: First, that what we may call acidity is merely soluble proteid material taking up the alkali in chemical combination, which has been used to determine the amount of so-called acidity. Again this may be an actual acid condition of the flour which is natural to the wheat, or it may be acidity developed through moulds.

On the other hand the alkali may be taken up by the gluten in chemical combination and thus is indicated by the test as being acidity.

*Paper Read at the Southeastern Convention.

Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

Firing a Reel Oven for Biscuit Baking

Written for Bakers Review, by Gluto

THE method employed to fire a new furnace oven properly is to burn a quantity of hard wood which will make a good flame and little soot. The flame burns and seasons the bricks and it is claimed that an oven first fired in the above manner will bake a great deal better for it. In heating a reel oven the same method is followed. First with a small fire until the mortar is well dried out, then the fire is increased until the oven is hot.

As a rule the duties of a fireman are undervalued, and often this work, which is hot and disagreeable, is given to some inexperienced man who has plenty of muscle, but no conception of the importance of his work. A fireman should know the heat that different goods require and the kind that is to be baked each day. He should be reliable and careful. More coal is often used than is necessary, simply because the fireman does not know or is careless.

BEST TO BUILD A NEW FIRE ONCE A WEEK

A thin clear fire will give out the best heat and use less coal. Many times the grate bars become warped, allowing more or less coal to fall through the grates, making a considerable loss. This is caused either from allowing hot ashes to remain in the ash pits or from not having room for the bars to expand. Anthracite coal or coke is used in ovens where the fire is open into the baking chamber and in order to get the best combustion and the least waste of fuel the bars should be properly spaced, one-quarter of an inch for pea coal, one-half inch for stove size and five-eighth inch for broken. In building a coal fire cover the grate bars loosely with wood, using dry, hard wood rather than pine. With a few shavings the fire can be started. Close the ash pit doors and leave the furnace doors partially opened until the wood is well started. When it is fairly ablaze throw on a liberal supply of coal, close the furnace doors and open those of the ash pit. As soon as the fire will stand it add more coal until it is six to eight inches thick. When the fire has burned clear, close the dampers and ash pit doors, preparatory to wiping out the oven and baking. A fire can be kept in good condition for a week, then it is well to let it go out and build a new one. A fire built in the morning should last until noon, although when baking soda biscuit or any goods that require a great heat, one or two shovels of coal can be carefully added, so to not raise a dust, during baking hours. At noon run a slice over the bars and add a fresh supply of coal. When through baking for the day cover the fire with a thin layer of coal and close all drafts: it will keep the fire in good condition until morning when it can be renewed by giving it a thorough raking, cleaning it from all cinders, and throwing on coal it will quickly kindle without the use of wood.

In this way there is better heat and less dirt on the pans and walls of the oven. This is quite important for the walls

and arches of an oven will sooner or later become covered with dirt and soot and have to be cleaned. It is not a very desirable job and the only way to clean it properly is to go into the oven and beginning at the top, brush off the arches and then the side walls and iron work. This should be done, at least once a year.

Choice Recipes for the Biscuit Baker

Ginger Nuts

1 bbl. short cake flour	2 gals. honey
30 lbs. lard	3 gals. water
35 lbs. C. sugar	3 lbs. bicarbonate of soda
8 gals. N. O. molasses	1 lb. salt
3 lbs. ginger	

Sift the sugar into a mixer and add the lard, molasses, honey and water. Stir together and add the flour with the soda, ginger and salt. Make a clear smooth dough and run on a panning machine without dust. Cut with a ginger nut cutter, one-half inch in diameter and bake in a moderate oven with steam.

Sugar Spice Nuts

1 bbl. short cake flour	1 gal. glucose
100 lbs. fine granulated sugar	4 gals. sweet milk
30 lbs. lard	4 gals. water
24 ozs. ammonia	1 lb. cassia
14 ozs. bicarbonate of soda	1 lb. ginger
12 ozs. salt	1 lb. ground mace

Cream the sugar and lard and beat in the glucose and milk. Dissolve the ammonia in the water and sift the soda, salt and spices into the flour. Add and make a clear dough. Run on a soft cake machine with three-quarter inch die and bake in a cool oven with steam.

Crimped Cream

1 bbl. short flour	2 gals. corn syrup
90 lbs. C. sugar	4½ gals. sweet milk
10 lbs. butter	18 ozs. salt
25 lbs. lard	24 ozs. bicarbonate of soda
1 gal. eggs	16 ozs. acid phosphates
1 qt. vanilla extract	

Cream the sugar, butter and lard and beat in the eggs, corn syrup and vanilla. Dissolve the salt and soda in the milk and add. Dump in the flour and while mixing sift in the acid phosphate. Run on a bar-attachment with crimped die one and one-half inches wide and three inches long. Bake in a good heat with steam.

Peanut Wafers

1 bbl. medium short flour	24 ozs. salt
150 lbs. C. sugar	20 ozs. ammonia
50 lbs. lard	8 ozs. bicarbonate of soda
12 gals. sweet milk	

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Cream the sugar and lard. Dissolve the salt, ammonia and soda in the milk. Add and stir well. Dump in the flour and mix only long enough to clear. Run on a soft cake machine with one and one-half inch round die and dip onto peanut halves. Bake in a fairly good oven.

Frosted Gems

1 bbl. short flour	20 ozs. bicarbonate of soda
80 lbs. powdered sugar	20 ozs. ammonia
35 lbs. lard	12 ozs. salt
2 gals. corn syrup	24 ozs. acid phosphate
7 gals. sweet milk	1 qt. vanilla extract

Cream the sugar and lard and beat in the corn syrup and vanilla. Dissolve the soda, ammonia and salt in the milk: stir well and dump in the flour. While mixing sift in the acid phosphate. Make a clear dough and run on a soft cake machine with a one inch die. Dip onto powdered sugar. Bake in a moderate oven.

Iten Biscuit Companies Merge—\$5,000,000 Corporation

The Iten Biscuit companies of Clinton, Iowa; Omaha, Neb., and Oklahoma City, Okla., have been merged into one corporation under the laws of the State of Nebraska, with an authorized capitalization of \$5,000,000. It remains a close corporation, with the majority of the stock owned by the three Iten brothers. No change in ownership or management is contemplated.

* * *

Death of Herman Shoemaker

Herman Shomaker, member of the wholesale baking firm of Probst & Shomaker, which is part of the consolidated Shults Bread Company, died at his home in Brooklyn on May 7, after a long illness. Mr. Shomaker was born in Germany 62 years ago. He is survived by a widow, a son, and a sister.

* * *

Oddities of the Biscuit-Baking World

The Unknown in Jumbledom-Biscuitry—Ingenious "Natural Dating" of Small Cake Wires—More Bean-Flour Small-Cake Specialties.—The Unknown in Plumdufdom—The Tortilla (Mexico's National Maiz-Hard Tack) and Tamal Family (ill'd)

[By L. Lodian, Manhattan]

CONTINUING to restrict subjects treated hereunder to the unknown or scant-known—that is, little known (or probably not known at all) to the mass of the American trade—this month the matters treated on, are as briefly limned in above sub-heading. The object is to limit items to those likely to give American bakers some useful ideas; or to first-matters which they might use in some of their own products.

THE JUMBLE AS AN INTERNATIONAL SWEET-BISCUITRY

The jumble sweet-biscuit only exists in the Teutonic and British baking-trades. In the American trade, it is scarce existant, although diverse formula-books instance it. Probably less than a dozen bake-shops in a big emporium like Manhattan,

handle the goods. And, here, they never appear in the shape in which they are so universally popular in the iles of Anglia—i.e., as a tenuous or thin flat: I have never once come across them thus in the occidental hemisphere. The Gothamites only know them as a tubular-form jumble—e.g., the thin flat, while still warm, is rolled over once as it is removed from the slab (just as the old ice-cream cones were folded over from flatness to tubularity).

* * * * *

The omniscience of the jumble in the British domains is remarkable,—persisting through decade after decade. Millions of them are sold,—chiefly to the kinder, at the nimble ½-cent per. The trade in them extends from the big bakery in cities to old-mother-widow Brown's sweet-stuff parlor-window in the remotest hamlets of old Anglia. The jumbles are mostly kept in large glass-jars (kept closed), and can thus be preserved for long periods without deterioration. But as a rule, their "life" is short: the kinder give them no let-up, and the turn-over is constant.

Such the typical jumble of old Britannia! It is the national sweet-biscuitry institution of the British; and all the biscuit-octopus firms of the democracy list it among their 11,001 products, down to the lowly confectioner-baker of Seven-Dials region, or the borghetto of Whitechapel, or the resorts of Pimlico south of the British Trinabantum (pre-roman tribal name of roast-beef John's capital-city).

But the jumble as a sweet-biscuit, never "kot on" or materialized in America—like many another British institution: as the aerated bread; the oat-bread and barley-bread of the north Brit's; the jet-black charcoal-biscuits of west London; and dozens of other items. Once I tried—on the chance look-out for a period extending through about half-a-year—to secure here in Manhattan, a regular, sold-in-daily-trade, specimen of the British flat jumble, for a laboratory limited collection of the representative biscuitries and hard-tack breadstuffs of all nations, but failed, so the exhibit went minus. Even for the purpose of illustrating the real English round jumble for this brieflet, a specimen is still unobtainable; and "the only way out" is to get a bona-fide one "in" by importing it expressly—a scarce-worse-while proposition. However, there's not much to see: a brownish



THE BISCUIT-BAKING WORLD

- 1—The *oso-dei-morto* ("bones-of-the-dead") singular jumble-biscuitry of the Italian biskoti-trade.
- 2—Pure bean-flour cakelets of the China bakery-cakery trades.
- 3—The Chinese jujube-paste roli-poli "plum"-pudding (an oriental bakery-confectionery specialty).
- 4—Natural fresh-leaf "dating" of Asiatic pastry- and cake-ware, to prove their newness. [For data, see article.]

disk about the size of one end of a round collar-carton, studded with tiny depressions. * * * * *

But in the Italian class of jumble-biscuitry, there is decidedly "something to see"! The word jumble is untranslatable into the idiom of the Garibaldi-landers, and they have nothing even "near enuf" to be an equivalent to jumble. Yet they have the queerest-looking jumble-biskot imaginable. The ingredients are about the same as the British jumble, only less invert-sugar is used; and the latin article is ne'er sticky or "tacky" under any conditions of ordinary store-temperatures; it is ever dry and cleanly to handle.

In one of the group-pictures this month is seen a specimen of the Italian jumble plak: they appear in their *biskot-paneterias* (bakery-windows) in this large-sheet shape, weighing from one to half-a-dozen pounds. Big fragments are broken off and weighed, as purchaser elects; or he can have wrapped-up intact and carry off the whole pan-size plak.

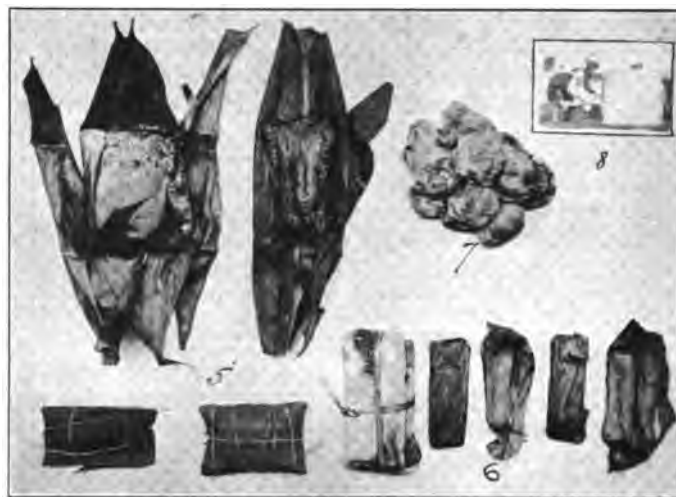
This is one of the most singular-named biscuitries on earth: it is called *oso-dei-morto* (bones-of-the-dead), in allusion to the jumble bleached "centers" (or "bones") seen freely sprinkled over the surface of the jumble mass. These *oso* are about an inch by an inch, and half-inch thick, cut diagonally; and have been baked separately—(they are hollow, or nearly so),—and scattered atop the sizzling, rising, fuming jumble-mass in the pan at the opportune moment; then the whole is rapidly cooled. This makes a surprisingly hard biskot—for a jumble; yet the Italianos have a penchant for *biskoti* of an almost flinty hardness: I could name dozens of their *biskoti* which are "most 'hard as a rock': they find the adamantness economical, as the kinder do not "get through them" so rapidly as through soft cake-biscuitry. But the Yankee kinder condemned to those jumble-hardtacks, might sooner "go on strike"!

This bizarre-named *oso-dei-morto* (bones-of-the-dead) latin biscuitry has been made in the land of old Roma for centuries. Here in Manhattan it is made all along by the many biskoti-bakers of the "pikolo Italia Republika" colonies of lower and upper Gotham. I never knew it to be unobtainable.

Thus the scant-known about jumbledom-biscuitry—most democratic and popular sweet-biscuit (with a hipphen) of some countries of the old world.

"NATURAL DATING" OF SMALL CAKES WARES

The citizens of the lone but mammoth Asiatic Republic of China have been accustomed, for the usual centuries, to a sort of "natural dating" of the products of the cakelet ovens. Thus, we illustrate this month, in one detail, the leaf-dated snow-white flaky cakes of a mongol-biscuit baker with a busy plant off Chatham-plaza. These are half-filled with the brownish and delectable jujube-fruit paste. On the outside of each, plainly discernible, is a twig of fresh parsley. (Any edible leaf will do.) As this fades, it is known the cakes are as correspondingly old,—although that by no means signifies the cakes are inedible. I have known the leaves to be faded and dried to brittleness, yet the cakes were still "alright".



THE BISCUIT-BAKING WORLD

- 5—The arroz (rice) tamal, closed and opened, as steam-cooked in banana-leaves intact. Dry and cleanly to handle: will keep good thus for weeks,—gradually drying out.
- 6—Chicken- and maiz- tamales as prepared and cooked in maiz-leaves by Mexican *panaderos* (bakers).
- 7—Massed-biscuitry (Italian): a specialty, with many variations, of South-Europe biscuit-concerns.
- 8—(insert) Snapshot near the Rio-Grande of a Spanish-American aboriginal outdoor *orno* (oven), with Indian women baking tortillas (maiz-hardtack bread-disks).

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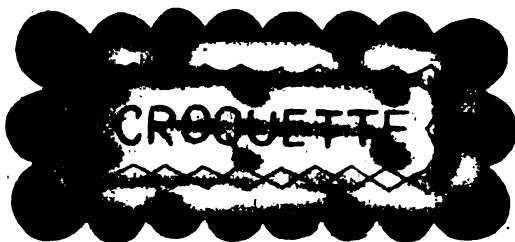
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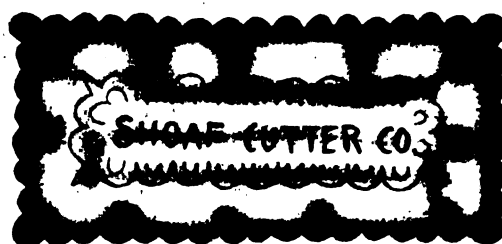
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English
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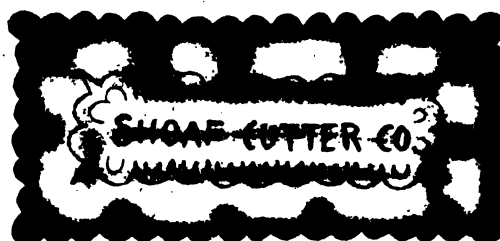
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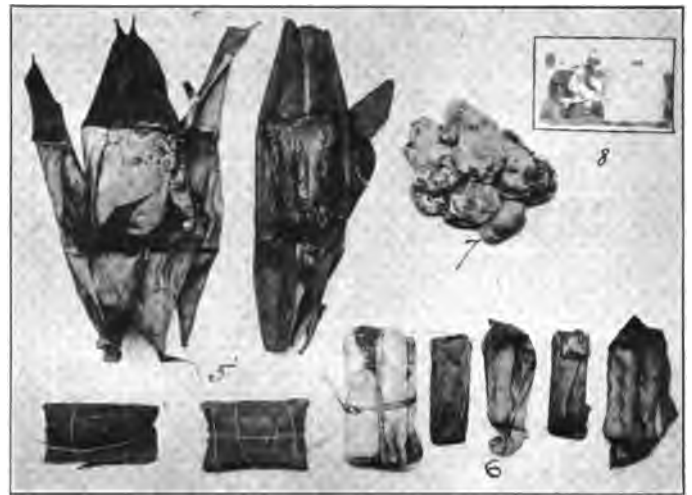
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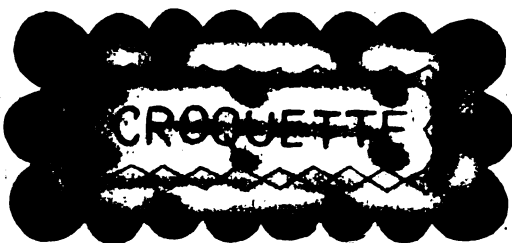
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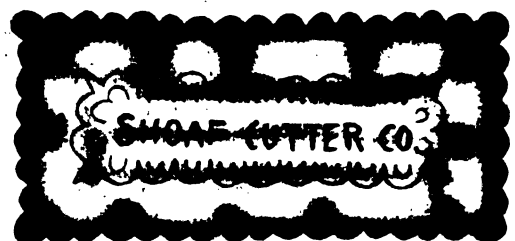
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sakaras-content. Resemble somewhat in shape and color a kind of democratic toilet-soap called "old windsor", originally made in Anglia, but now made even in the Confucious-Republic cities. Possibly the imitative Chins patterned or modernized their bean-cakes after some imported "old windsor" toilet-soap cakes—after finding the latter "edible" (to Chinese "tummis")!

Bean-flour used in breadstuffs is of vast import in the Orient—next to rice and buckwheat, in fact. Even in Egypt, lentil-flour biscuitry has been made for ages. It is imported limitedly to Manhattan, and commands a firm price here. The biscuits require slight warming at table to "bring out" the savory lentil flavor.

* * * * *

The celestial roli-poli and "plum-pudding" (also ill'd) are made the same-size pieces always as the bean-cakelets, except the former are in the first place, made in foot-long lengths, and later cut up. They are noted for their pine-nut and seed contents; but the flowery-Republic's "plum"-roli-poli has not a single plum in it. Its blackish ingredients are a paste made from the plum-like wild-jujube of Asia.

BISKOTI AMASADO (MASSSED BISCUITS)

These are Italian specialties. There are a huge variety of them. They are seen in the store-windows in clusters of five to thirty pounds; and clusters are broken off according to size of purchase indicated by customer. It is found they keep better if massed, and can be shown off better in the window, especially if suspended. They are thus very economical of space; whereas the same quantity of loose biscuits would spread out "far and wide". (The Arabic *halvaji*, or confectioner-baker, has a similar habit of massing into grape-cluster form his sugared sweet-almonds. They look fine!)

The massing of the *biskoti* is accomplished by pouring a hot-sugar solution of almost full strength over the fresh-from-the-oven hot goods, taking care the sugar trickles among all. The batch is now cooled,—leaving the sugar dried out white by the heat from the biscuits—a pleasing and fairly effective "binder" for the naturally short "life" of these fresh *biskoti*.

IN THE LAND OF TORTILLAS AND TAMALES

The tortilla is the national maiz-disk breadstuff of Mexico; while the tamal (plural, tamales) comes second in import, in point of consumption. This last is a combined maiz-and-meat stuff, cooked in maiz-stalk leaves. It can be kept for long periods thus, gradually drying out, if suspended in the air, to a board-like hardness, but is rendered edible by steaming or boiling *de-novo*, even after months of semi-petrification.

Shown in the second group-photo, are a whole batch of the tamal tribe, in various sizes—a couple opened to give a glimpse of the interior.

The tamal bread-and-meatstuff-combined family is a big one, ranging throughout Latin-America, and even to the trans-Pacific Republic: there, too, it is known to the Chins as tamal, which would betoken on Asiatic origin for the word, as they have many nearly-similar words, as tamil (language), *katal* (to slay), *nepal* (country),—so forth.

* * * * *

Some of the chicken-tamales are most tasty tit-bits, and retail in Manhattan at 30c. per. One is a morsel for a meal. All the tamales illustrated here are photographed direct from the actual goods, as made daily by Iberik-American *jefes* (chefs) in and for the Spanish-speaking well-to-do communities of Gotham ville. One made of *arroz* (rice), and small nuts and chopped meats, is steamed intact in the big banana-leaves, and is sometimes procurable from the latins, but more often from the mongol chefs of the manchu restaurants of the down-town hungrydom. Hence the origin of the rice-tamales shown in the cut. They are of most refreshing savor, and more satisfying than the maiz-tamales.

* * * * *

Mexico is just now of melancholy interest—to Americans;—and may become more so! List to the sententious prophecy of the savant and traveler Humboldt (d.1859), who had dedicated

some of the best years of his life to exploratory work in Aztek-land: *Die Vereinigten-Staaten werden es an sich reißen,—und dann selbst zerfallen* (The country [Mexico] will fall to the United-States,—which will in its turn fall). You will find the original text in Humboldt literature, or works on Mexico. However, the kriptik ("cryptik") should be better known to the American press and public. It is topical and timely—with tortillas and tamales!

A charming little croquis-insert in one corner of the tamales group, shows the native baking of the maiz-disk tortillas. "Our soldier boys" in Mexico must be by this time thoroughly familiar with those ovens of the Mexican landscape, and the tasty fresh goods from the *orno*.

* * * * *

The jumbo tamal of the Orinoko is the largest of the tribe, and is made fresh daily in upper Manhattan, by latin bakers, for the up-town Spanish-American family trade. The native name it goes by here is still *aliaka*. It is an extremely choice tit-bit tamal, steamed in giant bambu-leaves. It is about the size of your diminished pocket-folded daily paper.

* * *

Flour and the Finished Loaf

(Continued from page 94)

Therefore, the acidity test as a criterion of the soundness of a flour is not fallible. Many cases have been found where a flour having a musty odor did not show a high acidity. The acidity may not be an indication of unsoundness of a flour. The musty odor, however, is always a criterion of unsoundness. Some wheat-growing sections have been very unfortunate in harvesting the last crop, due to an excessive rainfall which either developed a high acidity or caused mustiness in the wheat naturally cause these wheats to be of inferior quality for flour making purposes.

Bread made from flour with an excessively high acidity even if it does not have a musty odor, regardless of the enriching material used, will not have a good wheaten flavor. The loaf may give good volume, color and texture, but it will be decidedly deficient in the flavor which we are all striving to obtain.

THE BLENDING OF FLOURS

Many bakers blend flours in baking. They have one of two ideas in mind. They desire either to cheapen the price of flour by adding another flour of inferior quality, or they believe that two different flours will when blended give better results in the finished loaf.

You all know that by blending a cheaper flour with your regular quality, that you are losing your quality of loaf, just in proportion to the amount of cheaper flour used. As to the idea that two flours will give better results than will one standard flour: Every large milling concern builds their flour to embody the ideas of what they think a baker desires in a flour regarding strength, color, flavor and texture in the loaf of bread. Each of these flours will differ in the particular characteristics that the miller thinks are the ones desired by the baker to make the ideal loaf. Each miller's flour differs in these characteristics and is built with ideas in mind which may be entirely opposite. When these flours are mixed together in making bread they may act in such a manner as to destroy entirely the desirable qualities of either flour.

The miller to know flour must understand baking and know how to make a good loaf of bread. He must also be able to recognize the differences in the loaf caused by the character of flour represented. Therefore, to be a good miller he must also be as thoroughly conversant with baking bread as he is with milling of wheat.

In recent years wonderful strides have been made in the art of baking. The baker is more a student of the various phases of baking, he is more interested in the science of baking and uses scientific methods to a greater extent in making his loaf of bread. This is only a beginning, however, and the day is

not far distant when he will make by far the great majority of the bread used.

Our ideas may be at variance as to the ideal loaf of bread but they are converging gradually to a loaf showing very similar characteristics.

This has been brought about through the agencies of the get-together spirit in conventions, advertised breads and the baker's ambition to study and know the "Whys and Wherefores" of things.

FERMENTATION PLAYS MOST IMPORTANT ROLE

In bread making fermentation plays by far the most important role. If the fermentation is not right there is no question but that a poor loaf will be received. Some bakers who receive a dark loaf immediately claim it is caused by the color of the flour. The color of the flour before being made into bread does not enter into the resulting loaf color to anywhere near the extent that the fermentation does. Any part of the process of bread making which has been carried out incorrectly will result in a dark loaf of bread, in just so far as the baker has deviated from the ideal method of handling the dough.

There is no bread formula. A bread formula means the placing together of the various necessary ingredients to enrichen or to add a particular flavor.

The proper fermentation of a dough depends upon the amount of water used, the temperature of the mixed dough, the amount of yeast and the amount of salt. The quantities of these ingredients should be regulated to give the dough the proper fermentation in a stated time.

The temperature should be from 78 to 82 degrees. This temperature allows the yeast to work to the best advantage without interference from outside fermentive agencies.

1915-CROP FLOUR GIVES USUAL RESULTS WITH LESS FERMENTATION

Five hours has been about the average time of fermentation. In normal years this is the time best suited for all conditions in the shop. On the 1915 crop, however, flour gives the same results by fermenting about one hour less. Within limits a good rule is—the shorter the fermentation period the better the loaf of bread. In some localities bread is still made from long-fermented doughs having a slightly acid taste. Looking at bread making from the mechanical point of view it is inadvisable to use a fermentation period much less than four hours. A longer time does not give as good a loaf and also causes a decided loss of flavor.

Some bakers are inclined to use too small an amount of yeast. It is always better to have plenty of push behind a dough. It is much better to have a little excess fermentive power than too little.

Salt is an important factor and ordinarily one and a half to one and three-fourths per cent. per hundred pounds of flour should be used. In some localities the condition of the water used may cause a deviation from this figure.

It has a tendency to harden the gluten, and thus control the fermentation. It is, of course, added as well to assist in bringing out the flavor.

The consistency of the dough also assists fermentation. Water is necessary to fermentation. A dough should be of such a consistency that it can just be handled without sticking. If the dough is too firm, the expansive power is impaired. If too soft a dough is used, too much dusting flour is required, which has a tendency to leave spots and streaks through the loaf.

The most desirable flavor of bread is brought out by the proper fermentation and not by the enriching ingredients used. These added materials may give a different type of flavor but will not replace the flavor lost by improper fermentation. If some characteristic flavor is desired this particular material may be added. It will not, however, cover up the results of poor fermentation.

♦ ♦ ♦

The miller serves the baker and of necessity must make a study of the manner in which his product is to be used. We only desire the co-operation of the baker in assisting us in producing

flour that will be most satisfactory in the manufacture of bread. It is necessary that we know each other, that the baker understand the flour he is using, and the miller understand the particular flour that suits best the demands of the baker.

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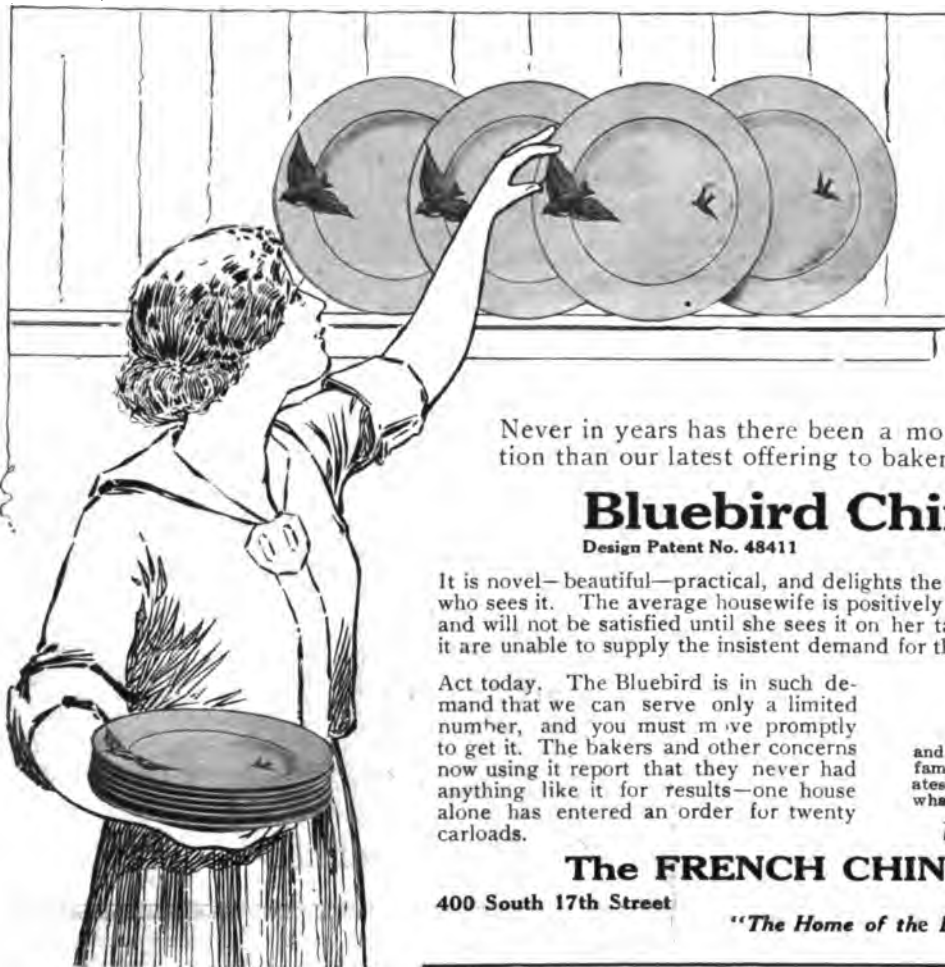
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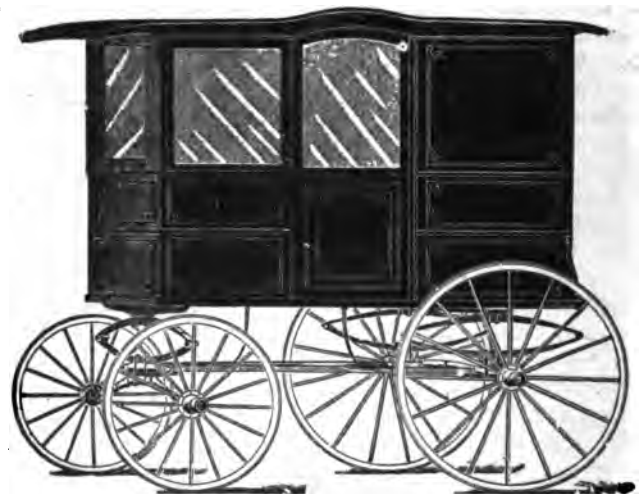
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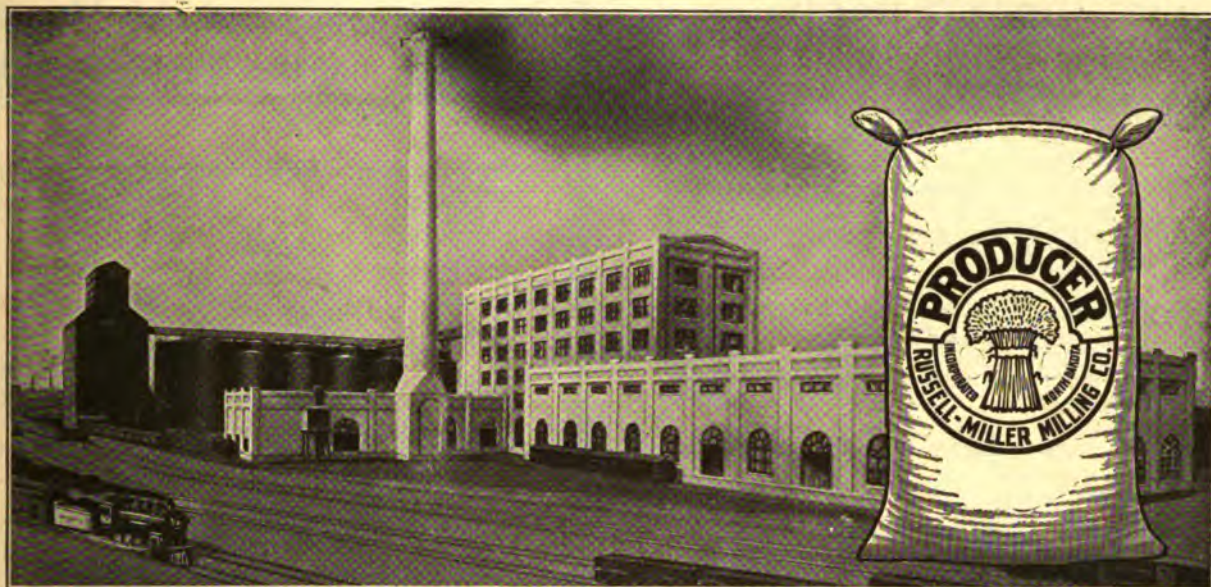
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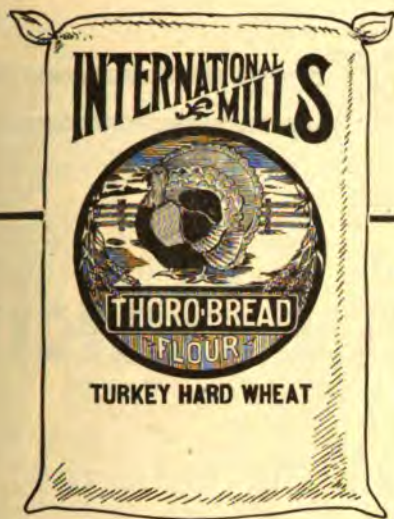
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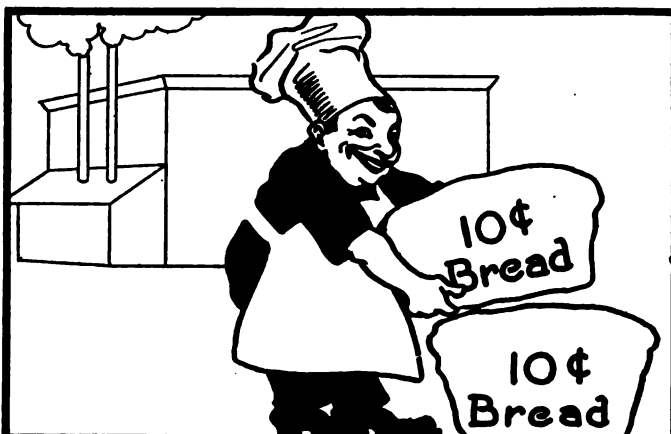


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We unconditionally challenge any other dough-batch ingredient, whether malt extract in whatever form, sugar, or sugary compound, to accomplish what Roloco does.

In addition to doing everything that any malt extract, sugar or sugary compound can do in the dough, Roloco produces a larger loaf with a given amount of dough; or the same volume with less dough.

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These are strong claims; but they are made without qualification, and are proven by the actual daily experience of hundreds of bakers, who first tested, and then adopted Roloco to the exclusion of every other dough-batch ingredient—because of the results obtained—results that mean increased profit and improved quality.

We want you to try Roloco, and will ship upon trial order a five-gallon can—guaranteeing satisfaction if fairly tested.

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Heart to Heart Talks with the Bakers.

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When we tell you that Corby Yeast is of a fixed standard of strength and purity, and never varies—that what it was yesterday, it is today, and will be tomorrow—we mean it.

What is more, we guarantee it.

The agreement we make with you is not merely to ship you a specified quantity of yeast, but a definite quality of yeast—a given amount of which will do the given amount of work you expect of it, and which your experience with it renders sure and dependable.

With Corby Yeast all guess-work is eliminated. It serves you with the exactness of scientific law. Its leavening force is a fixed quantity. It will neither retard nor speed up your schedules.

Because it is pure you will have none

but that wholesome taste in your bread.

Long-term contracts are favorites with most yeast manufacturers. Why? Ask them to insert a clause, that the contract is binding only as long as the yeast is uniform and satisfactory. They won't do that.

But here is what we say to you. Order Corby Yeast with the express understanding that every pound you receive shall come up to our guaranteed standard.

Corby Yeast is the bakers' yeast. Made expressly and exclusively to meet their exacting requirements.

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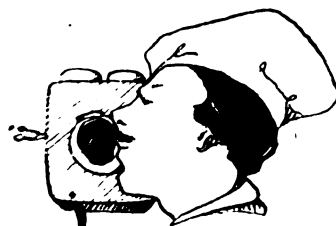
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This boiler we have had constructed for the bread and roll bakery

IT is constructed by an able and reliable company, of the best, safest and most serviceable material, thoroughly riveted and caulked, provided with ample size grates, fire box and fire doors. Will burn any kind of fuel and make steam quickly and economically.

The Bakers' Ideal Steam Boiler is built to carry safely as high as 40 pounds steam pressure with a supply of about 24 gallons of water. While being used the water must always show in the gauge glass and the water gauge cocks must always be open.

The Bakers' Ideal Steam Boiler can stand anywhere in the shop, out of the way, and only needs to be connected to a smoke pipe, water pipe, and to have fittings attached. It is then ready for service. Any plumber or steam fitter can continue the steam pipe to the ovens, proofing cabinets, store radiator, etc., etc. It occupies a floor space of about 24 inches in diameter, and is about 60 inches high, and weighs about 400 pounds. By removing the smoke hood from the top it is easy to clean the tubes, which for good service and economy should be done every month.

By the addition of the Bakers' Ideal Steam Boiler to a bakery plant, ample steam can be conveniently had for ovens, proofing cabinets, to supply heat for cooking, store radiator, etc., etc., at a minimum cost. There is no end of comfort and service that can be derived from this boiler, and the cost of maintainance depends on the service required.

The oven man saves the labor and time of washing each peel full, or pan full, as it goes into the oven, as with this Bakers' Ideal Steam Boiler he can have ample moisture in the oven for any kind of bread or roll baking.

In our experience with this boiler for years we have found 10 to 20 pounds steam pressure sufficient.

The Bakers' Ideal Steam Boiler will save repairing of the hearth many times. We consider the Bakers' Ideal Steam Boiler the most important accessory in any bread and roll bakery, where beauty of the finished product is required.

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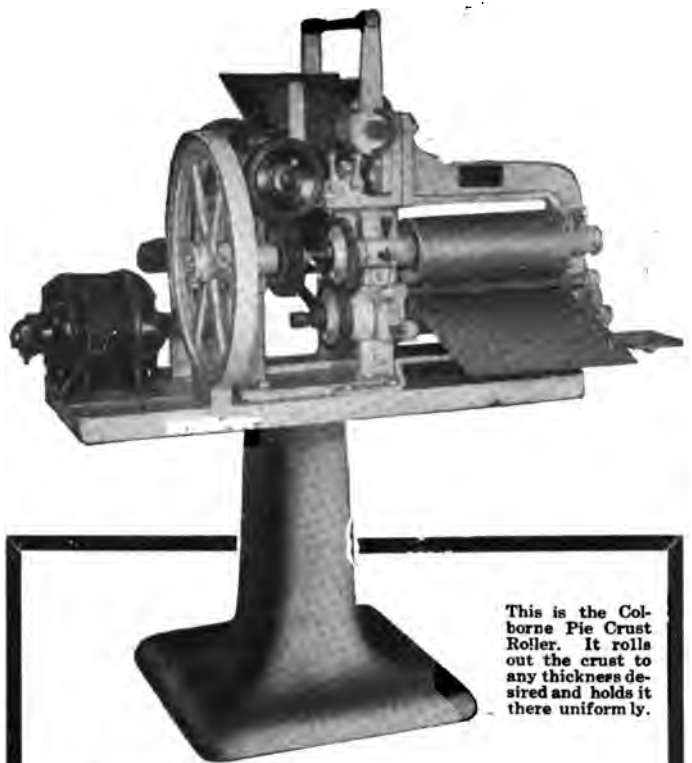
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keeps pace with that of the commercial baker when flour prices are high. Let us help YOU win out by more economical buying. Low priced flour is only one point in profitable bread making. We can show you how to save on flour, sugar and other ingredients.

In our school of baking we teach flour from A to Z, but we do not stop there. Flour alone does not make bread. We teach about yeast, sugars, shortening agents, milk, malt extracts, water, warmth and the purpose each serves in bread.

Take a few minutes' time NOW and write us for particulars.

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During May, June, July and August a special summer course will be offered particularly suitable for those who have never had any technical training and who can afford the time during the summer.

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Kindly furnish me with all available information relative to your
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Name.....Address.....B.R.

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BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

WANTED.—Live salesmen to sell new patented specialty (Dough-Age Tester), to progressive bakers as a sideline on commission. Liberal proposition. Standard Tester Co., Milwaukee, Wis. O7

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BAKERY TO LET, with two patent brick ovens, large modern bake shop 25 x 53, driveway for wagons, office and packing room, located at 558 West 36th St., New York, N. Y., owner on premises. O5

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- 1 4-speed Peerless Cake Mixer,
- 1 Sturma Egg Beater,
- 1 Carroll Sealer,
- 1 No. 3 Middleby Oven
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A Book of Real Recipes

THE AMERICAN CAKE BAKER

Contains Over 340 Recipes

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Entirely Rewritten and Revised Throughout



OTTO WERLIN
Asso. Editor of BAKERS REVIEW

Below is a brief statement of a part of the contents of this book, which will demonstrate its helpfulness to you:

GENERAL RULES for the less experienced baker explaining the main points to be followed for successful cake baking.

139 Recipes for SMALL CAKES—from the common tea biscuit to the finest petits fours; good sellers in the penny cake line as well as higher priced cakes; also fancy cakes which if effectively displayed will make a very pretty showing and will attract the eyes of the passerby to your window.

20 Recipes into which ALMOND PASTE enters as one of the chief ingredients. Many bakers do not fully realize the value of Almond Paste and the fine variety of fancy cakes that can be made with same, which is the more surprising as these cakes are so easily made and are popular at all seasons of the year.

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22 MARSHMALLOW CAKE Recipes—these cakes are steadily growing in popularity owing to their delightful taste and tempting appearance.

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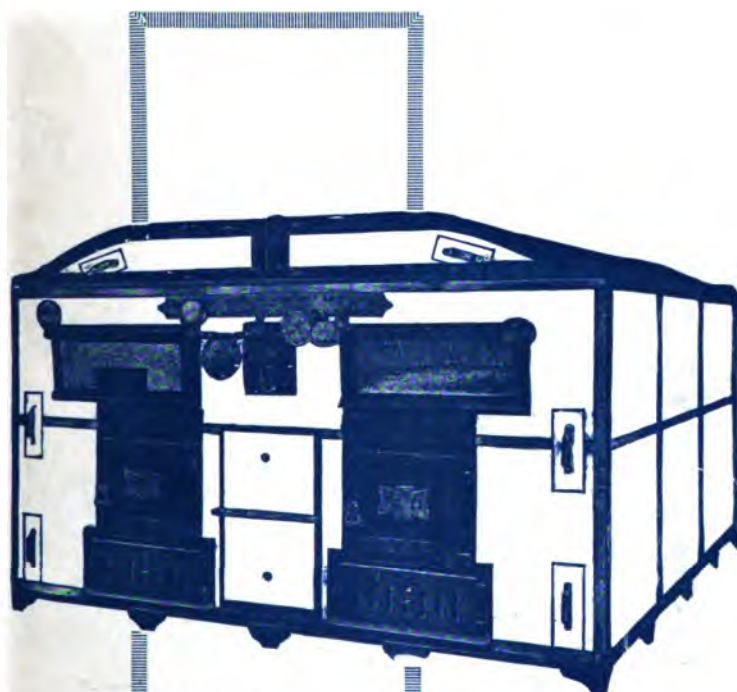
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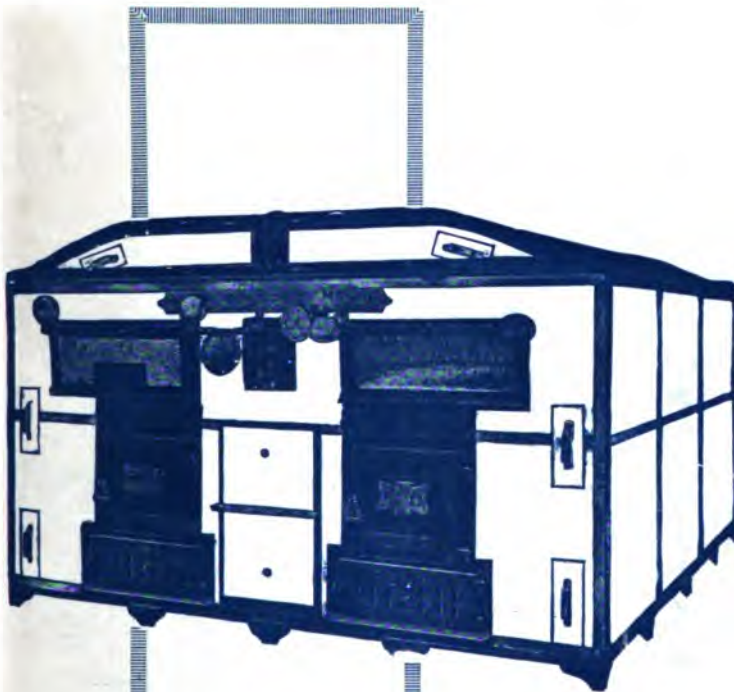
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Number 4

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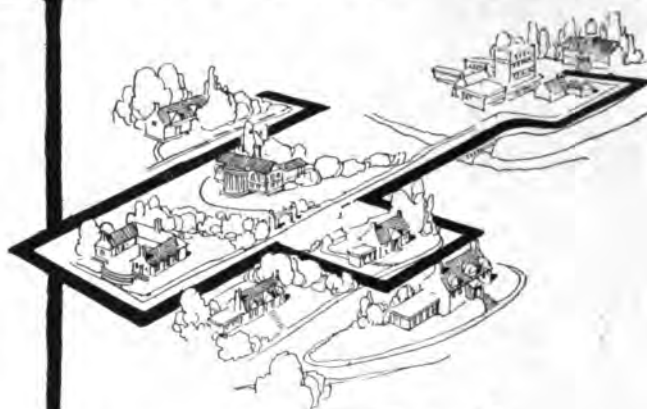
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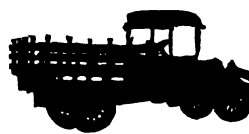
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HE successful man is the observant man. He is the man who possesses the fine art of eliminating the superstitious, unauthorative, the worthless; of sifting in his cosmic ash-can the false and the true and eliminating the waste, the burnt-out bosh bullconish, bombast. The successful man, the rubber stamper of the times, maintains a checking account in his own psychic first-national on Sarah Bellum Street, in his Roof-Garden. With the unfailing constancy of a perpetual motion machine, he deposits New Things there, on interest. And he is no glutton either. He loves not the golden doubloon of knowledge for its own sweet self alone. He loves it because he is in the game. He is the modern business man or craftsman. He is ever circulating his fund. He applies it as it applies to his calling.

And what is observation, Terese? I'll tell you there haint no such animile.

Observation is merely the ability to utilize your divine lamps—your orbs, glimmers—to good advantage. First you must see, then you feel, then you know. Informed men are those who can work intelligently. And it makes little difference how many eyes you've got either. A certain railroad genius can see more with one star-gazer than most folks can with two.

And then, too, it is strictly a case of mox nix aus if you are awry-eyed. If you've only a thirst for knowledge—you can satisfy it by imbibing the spirit of progress.

We grow as we do. We become by doing things—not folks. The wrong way now may have been the right way then—infinite past.

And so we ingrow. If you are aware of anything worse here upon this blessed globe than a bandanna, amorphous-soled, Burbankcactus backed, bazazza-ed, backsliding William Angora-retrogressive, what-was-good-for Da-da-s-ditto-for-me, vimless, dummy firecracker, sawdust-filled blank cartridge of a human jelly-fish—kindly step up on the platform and whisper it in my ear.

He is the kind that does not read the journal in his own field. He synchronizes past and present. And his desert is what he deserves—oblivion.

We must give and sweat, in order to live and get! Reciprocity! We receive co-measurably with what we give. But you must have something to give. Mere willingness and right intent is not enough. You are being paid not only for what you can do but for what you actually do—for results.

If one is ever going to amount to anything in his own line he must be able to do a thing better than the other fellow. Otherwise obsolescence for his—down in the muck and mire with the rest of the groundings.

To give or not to give—to be or not to be—aye, that is the question. If you agree accordingly, our panacea, of "Be Up-to-Date! Know! Know! Know!" becomes operative, practical.

The man who knows is the man who goes—up in the world of dollars and sense—in the estimation of others and in his own.

He reads his Specialized journal.

Trade journals are the heralds of industry and prosperity. They are the radicals in the convention of progress. They are experimentors, builders, systematizers, organizers, pioneers, in their own particular fields—

They are the consecrators and conservators. They are the cats that pull the chestnuts out of the fire—for our delectation.

They are the Courts of Last Conjecture. They know! It is their business to know—that is why they exist. And we learn from them. For journals are nothing but crystallized fact—predigested food of experience. And experience is the Universal Educator.

Trade, class and technical journals make it a business to tell the Truth. They do not deal in hearsay, rumor, misinformation or hypocrisy. Life is too short, and they know it. They taboo the nebulous. They omit the intangible. They venture to verify and verily—they do.

They give a man courage, animation, ambition. They are not published for mummies.

If you would savvy of the new wrinkles in your business or profession; if you would know how other folks are progressing, thinking, what methods they employ to achieve their ends—and how to improve your condition and position—if you would converse with the men who are headliners in your field, who have already made good but who are still striving, hoping, aspiring to greater things—if you would continue to be such a man yourself—read your specialized journal!

The man who refuses to get out of his shell, is a lobster—And who wants to be a lobster? I hear you almost saying to the man behind the procession: "Quit hibernating! That recluse stuff don't go."

Get out and meet the world. Absorb animation, amity, animal-heat, love of work, charitableness, vim, vigor and vitality. Resolve to do, or die doing. Absorb

A FEW MOMENTS WITH OUR ADVERTISERS

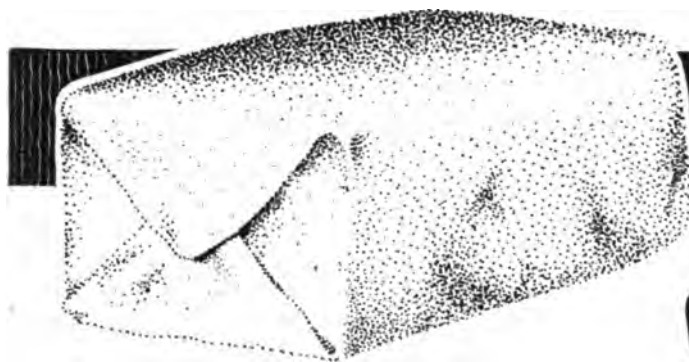
Milwaukee Lace Paper Co., Milwaukee, Wis.—This concern has recently put on the market a lace paper cup trade marked "Milapaco," which is meeting with a great deal of success by bakers throughout the country. The principal advantage of the paper baking cup lies in the protection that it gives to the cakes as, of course, the paper cup is not removed until it reaches the hands of the consumer. Not only does the baker save considerable time that he would otherwise have to stand in the greasing and cleaning of tins, removal of cakes, etc., but he has the satisfaction of knowing that his goods reach his trade in a better and more sanitary condition than would ever be possible without the use of these paper cups. Samples will be sent those making inquiry.

Menasha Printing Co., Menasha, Wis.—Accordance announcement of this concern elsewhere in this issue, their sales have more than doubled in the past six months due to the maintenance of quality and service. Wrappers in sheets for hand wrapping and tying with twine or tape, also self-sealing and rolls for use on any automatic machine, dry wax or self sealing, are also manufactured by the Menasha Printing Co.

Douglas Company, Cedar Rapids, Iowa.—Douglas White Cooking Oil is a high grade shortening used for pies, pastry and cake. It is a lightly refined product, extracted from corn, perfectly deodorized, sweet and pure. Goods baked with this oil have a good color, the taste is more palatable and the doughs work up smoother. A free sample to determine the value of Douglas White Cooking Oil will be sent you on request.

H. M. Griffon & Co., Chicago, Ill., is another concern to take up the manufacture of cake specialties. The trade name of their cake is "Taste-Good" and is now being sold very successfully in some of the large cities in the country. A very interesting advertisement is published in this issue and it will be well worth your while to read same.

American Hominy Co., Indianapolis, Ind.—Cream of Maize is a product that can be used very successfully as a yeast food. The manufacturers of this article invite the bakers to investigate its merits and economy. Read the advertisement on another page in this issue and then send for a sample.



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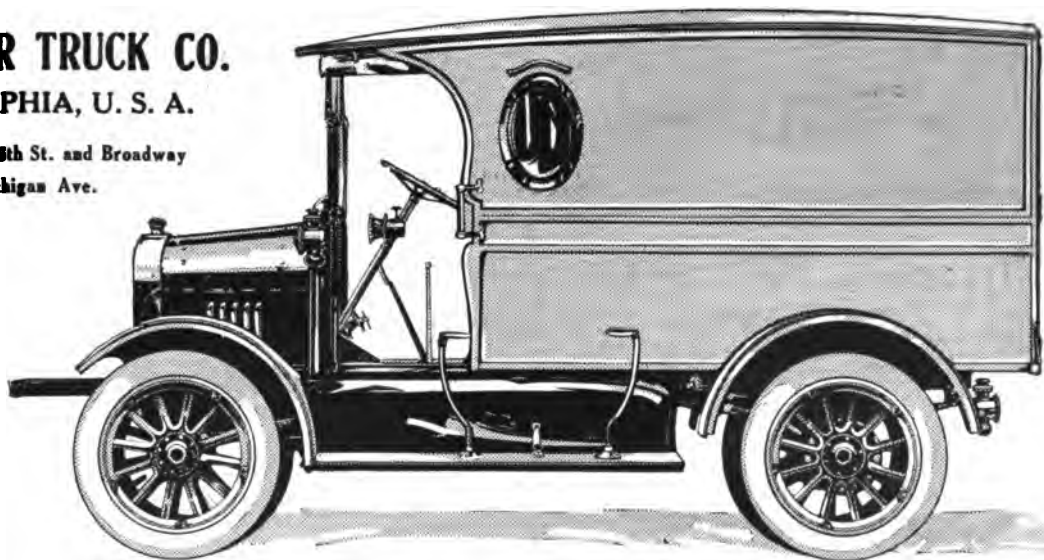
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The Arkady process first of all effects a saving of fifty per cent. in yeast, thus assuring less production cost. It makes better bread because it permits of better control of fermentation, develops greater dough stability, standardizes the water, preserves the natural flavor of the wheat and finally produces a **BETTER LOAF**, with better flavor, bloom and texture, sweet and of every day uniformity and quality.

Remember, while this great discovery has just been offered to the baking trade, it is not an untried process or an experiment. Millions of better loaves of bread have been made with its assistance not only by ourselves but by others. Those who are now using it declare the results secured are wonderful and justify every claim we make.

Seize at once—right now—the opportunity Arkady offers you, and write us today, for full details. Learn the truth about this great process by getting the facts from those who *know*. Whether you are a large baker or a small baker, you can use Arkady Yeast Food and your use of it means more business, increased profits and a better baking reputation.

Beware of imitation products. They are infringements on our patents and will be prosecuted.

Address all inquiries to

Research Products Department

WARD BAKING COMPANY

NEW YORK, N. Y.

Heart to Heart Talks with the Bakers.

Number Two

It isn't fair to class all yeasts as alike. There is more difference in the leavening force and purity of Corby Yeast over every other brand than there is in the quality of flours.

That other yeast manufacturers know this is proven by the many changes which have been made in their methods of making from time to time since Corby Yeast was put upon the market, fixing a definite standard of strength, which has never changed in all these ten years—and not once has it fallen below its 100% purity.

You hear a lot about the necessity of introducing starch in the manufacture of yeast to "preserve" it. Starch has about as much place in pure yeast as the embalming elements which the government has forbidden used in meat packing.

Yeast made from pure cultures doesn't need "preserving." And no yeast made with an admixture of starch is pure; nor can it have that fixed and definite standard of strength which you, as an experienced baker, know to be necessary to maintain a standard quality in your bread.

We have preached this doctrine for ten years—so there isn't as much "talk" about starch in yeast as formerly—but an analysis of those yeasts finds it

there in greater or less quantity just the same.

It's presence should be a reason for not using them—just as it is the indisputable cause of the varying strength and efficiency, and of those disagreeable flavors which are ever present in bread baked with them.

Corby Yeast is pure yeast—all yeast—and because it is, a given quantity of it always does its required amount of work. You'll never have to vary your schedules—in quantity nor time—if you use Corby Yeast.

If you are not using it now it is because you have never tried it; so of course you cannot appreciate the certainty and dependableness of it. But you quickly will if you put it to the test—for the quality of the bread demonstrates clearly and definitely the superior merit of Corby Yeast.

We make a very plain and positive guarantee. It is this: If it ever falls below its standard of strength and purity, send it back. That's a very unusual guarantee for yeast, and one that no other yeast can live up to. You know that.

And our delivery service, which bothers our competitors not a little, is guaranteed by an insurance bond of one hundred dollars.

We will gladly supply you with samples for trial. All we ask in return is an impartial test.

Station K

The Corby Company Washington, D. C.

Make this Test for Yourself, Mr. Baker

It will prove to you that Roloco is the greatest conditioning agent that ever went into a dough-batch—and show you results that you cannot afford to ignore.

Here are Photographs of the Finished Loaves

The ingredients as printed under each, you will see are **PRECISELY THE SAME**, except the use of Roloco (1), Malt Extract (2), and Cane Sugar (3), and as you will note **DOUBLE THE QUANTITY OF YEAST** (3 grams) being used with the Cane Sugar. The same temperature for proofing and baking was carefully preserved in each instance.



NO. 1—ROLOCO		
300 grams	flour	
186 "	water	
12 "	Roloco	
5 "	salt	
10 "	lard	
1½ "	yeast	

NO. 2—MALT EXTRACT		
300 grams	flour	
186 "	water	
12 "	Malt Extract	
5 "	salt	
10 "	lard	
1½ "	yeast	

NO. 3—CANE SUGAR		
300 grams	flour	
186 "	water	
12 "	Cane Sugar (granulated)	
5 "	salt	
10 "	lard	
3 "	yeast	

Observe the enormous difference in volume and expansion between the Roloco loaf (1) and the Malt Extract loaf (2). But your special attention is called to the great difference between the Roloco loaf (1) and the Cane Sugar loaf (3), even with **TWICE AS MUCH YEAST**.

The time required for proofing in the pans is an indication of fermentative and conditioning activity. Read these important figures:

Proofing Time—Roloco (1), 58 minutes; Malt Extract (2), 69 minutes; Cane Sugar (3), with **TWICE AS MUCH YEAST**, 61 minutes.

Only 0.5% of yeast (figured on the flour) was used in making this test. You must admit **that 58 minutes for Roloco is very remarkable** when Cane Sugar (with **TWICE AS MUCH YEAST**) required 6% more time; and Malt Extract 18% more time than Roloco.

Cross-sections Showing the Variations in Expansion



ROLOCO 4.85 INCHES

MALT EXTRACT 4.3 INCHES

CANE SUGAR 4.55 INCHES

You cannot get away from facts and figures. **YOU CANNOT FAIL TO GET THE SAME RESULTS YOURSELF—try it!** For months we have boldly challenged any other dough-batch ingredient to accomplish what Roloco does—and month after month this challenge has gone unanswered—**BECAUSE IT IS UNANSWERABLE. ROLOCO HAS NO EQUAL.** It does everything the others do—**AND MORE.** It is what the baker needs—and **ALL HE NEEDS**—improving the quality, increasing the volume, decreasing the cost.

Five-gallon trial cans of Roloco sent on order

Station K

The Corby Company

Washington, D. C.

Westinghouse

Motors for Bakeries

enable you to secure the economy and cleanliness in your bakery that is impossible with dirty line shafts and flying belts.

With Westinghouse Motor drive you can arrange your machines so as to increase output with least handling of materials.

Power bills reduced as you use power for only those machines in actual operation.



Send for Booklet 3141

Westinghouse Electric & Manufacturing Co.

East Pittsburgh, Pa.

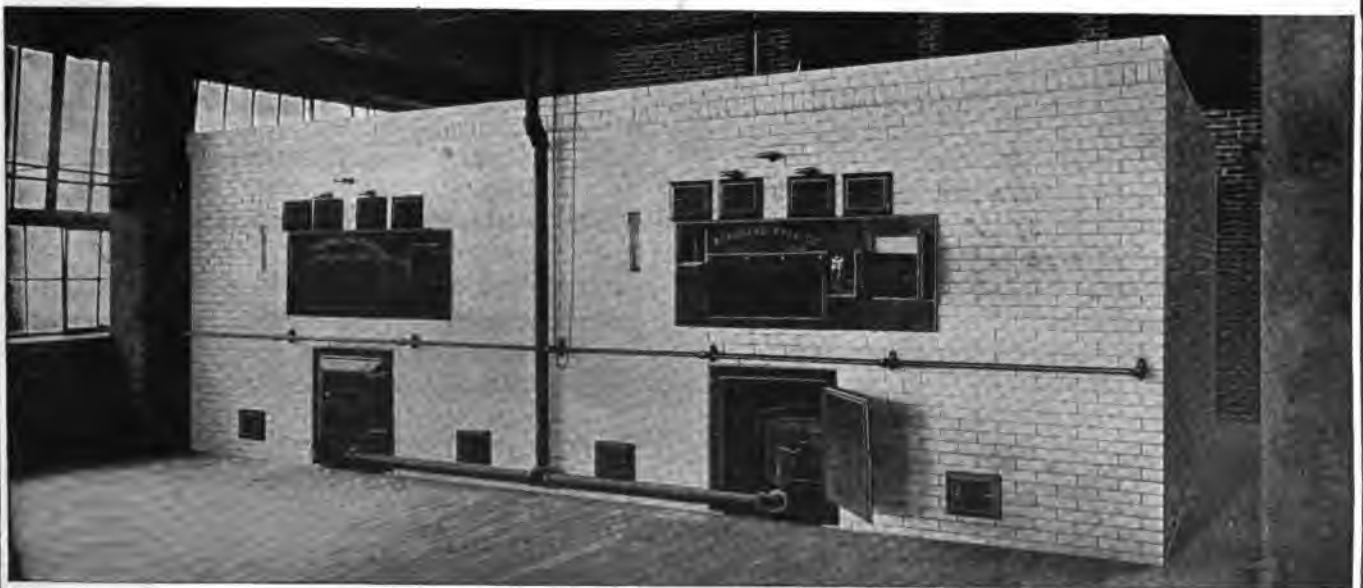
Sales Offices in All Large American Cities

Ovens and Accessories

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THE OVEN OF RELIABILITY

USED BY BAKERS WHO INSIST UPON THE BEST



STANDARD OVEN CO.

Pittsburgh, Pa.

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It's the way you display your goods — —

that decides the quantity and quality of your business. *Neat, attractive, clean and sanitary display cases draw customers*—especially the

Portable Sanitary Display Case

—it accommodates regular 18x25 inch pans just as they come from the shop. You can move this case anywhere: keep it clean conveniently; preserve the moisture and flavor of your goods and add 100 per cent. to the appearance of your store. We build this case in all woods to match any wood work and we are now making immediate shipments.

Write NOW for all details and prices

E. P. KENT & SON
MAROA, ILL.



Roid Portable Oven

is the lowest in price, most easily managed, greatest saver of fuel and the most satisfactory portable oven on the market. They save time and labor. They have a successful record of over twenty years and are warranted to give complete satisfaction.

For pamphlet and price list address

REID PORTABLE OVEN CO.

619 Main St.

Buffalo, N. Y.



Electric & Graphite Pyrometers

Absolutely correct and durable for indicating the exact heat in Bake Ovens. Suitable for any style of ovens. More accurate than a glass thermometer which breaks. These don't. Moderate in price, both kinds, and durable for years.

AUGUST ZAUBITZ, Sole Mfr. and Patentee
Established 1879 86-87 Cliff Street, NEW YORK

OVEN PYROMETERS

For Brick or Portable Bake Ovens

Accurate
Durable
Adjustable
Positive



White Dials, Black Figures
ROBERTS PORTABLE OVEN CO.
2016 N. Major Ave., CHICAGO

Petersen Users are Successful Bakers—this is Proven by our Large List of Customers who will tell you from Practical Experience the following Facts About the Oven:

Greatly reduces the fuel bill.
No heat escapes owing to the wonderful heating system.
Instant response from fires.
Temperature under absolute control at all times.
No time wasted waiting for oven.
Increases output.
No shifting of goods.
Bakes uniform in all parts of baking chamber.

Gives baked goods delicious crust and color.
Will positively bake cakes and pastries as well as bread.
All flues are accessible, no breaking out of brickwork necessary to reach them.
Flues easily cleaned, no outside help required to clean them.
Best constructed oven on the market. Built to last a life time.

WRITE FOR FURTHER INFORMATION

THE PETERSEN OVEN COMPANY

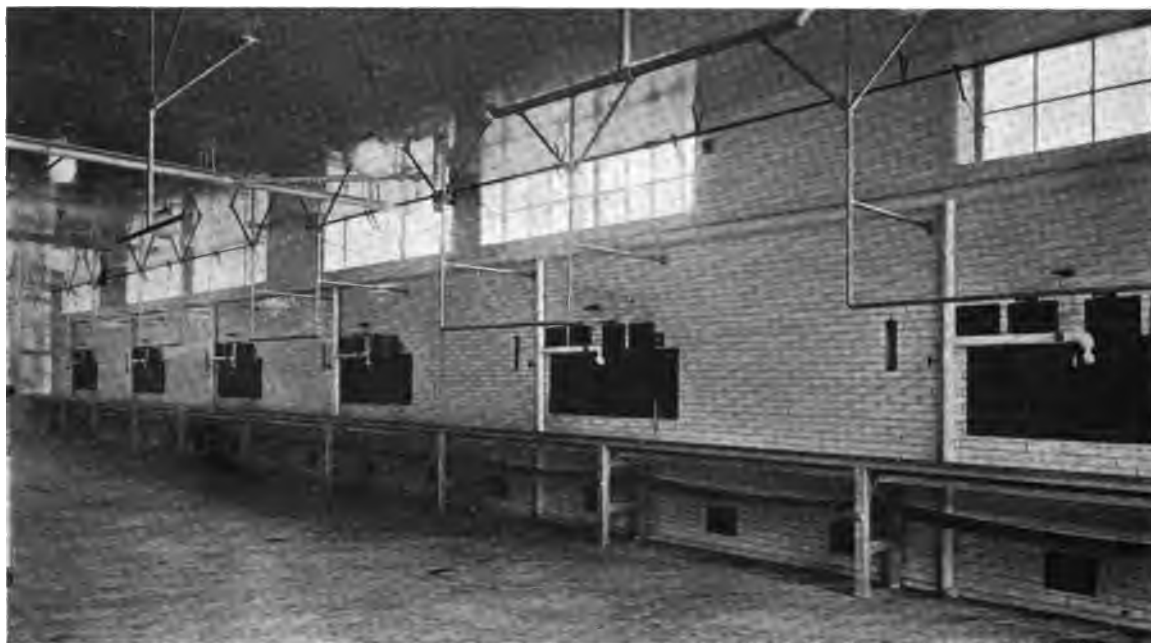
Established
1879

Eastern Office
1112 Tribune Building
NEW YORK, N. Y.

Main Office
1112 W. Adams Street
CHICAGO, ILL.

Western Office
508 Pacific Building
SAN FRANCISCO, CALIF.

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The ovens in the new Standard Baking Company, Harrisburg, Pa., are insulated with Nonpareil Insulating Brick

Should Not Your Ovens be Insulated, Too?

The chances are ten to one that the steam lines in your bakery are carefully covered to prevent the loss of heat. But how about your ovens? The heat that is going to waste through the unprotected walls, tops and bottoms is just as valuable as that which would be lost through uncovered steam pipes.

One 4½-inch course of

Nonpareil Insulating Brick

For Bake Ovens

in the walls, tops and bottoms will eliminate at least 60% of this loss of heat. The result will be smaller fuel bills, more uniform temperatures and cooler baking rooms. The saving in fuel alone will, in most cases, pay for the cost of the brick in a year or less.

Nonpareil Insulating Brick are composed principally of kieselguhr, an excel-

lent nonconductor of heat. In insulating efficiency, one 4½-inch course of Nonpareil Brick is equal to 45 inches of fire brick or common brick.

Nonpareil Brick weigh only 1½ pounds each. If they are substituted for one course of common brick in the walls, tops and bottoms, the weight of the ovens will be reduced about 25%.

Sample and Full Information on Request

Armstrong Cork & Insulation Co.,

154 Twenty-fourth St.
PITTSBURGH, - PA.

Also Manufacturers of Nonpareil High Pressure Covering for Steam Lines and Nonpareil Corkboard for Dough Rooms



H&M THERMOMETERS



Tycos Self Contained for Your Dough Room.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Tycos* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and Index Thermometers, Automatic Temperature and Pressure Regulators, Mercury Vacuum and Absolute Pressure Gauges, Engraved Stem Thermometers, Hydrometers, Thermo-Electric and Radiation Pyrometers.

Mark this:—Every Instrument bearing H&M *Tycos* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



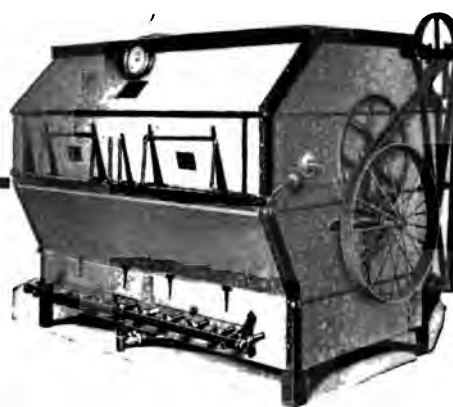
The H&M Division
Taylor Instrument Companies
Rochester, N.Y.



H & M Bake Oven Thermometer.



Dough Testing Thermometer.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

Bakes Bread—Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.

WE KNOW HOW

ARE YOU IN THE MARKET

For an Oven?



If so, let us tell you about the construction of **THE BENNETT OVEN**.

Made with One, Two and Three Decks.

Capacity 72 to 495 Loaves.

Write today for Catalog "R"

BENNETT OVEN COMPANY

Oven Experts

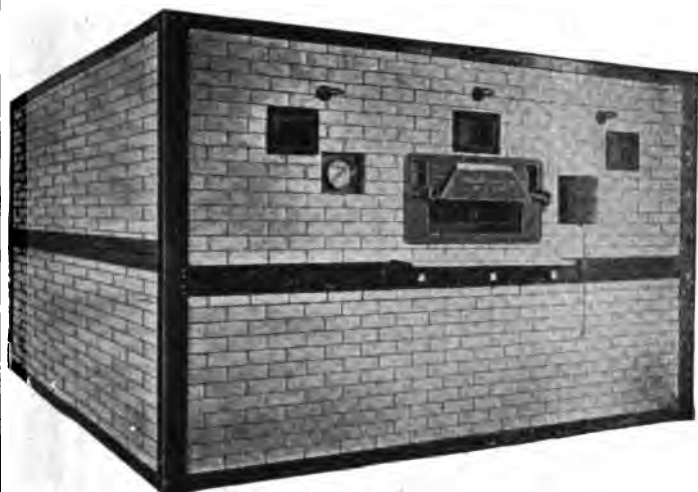


Battle Creek, Mich.

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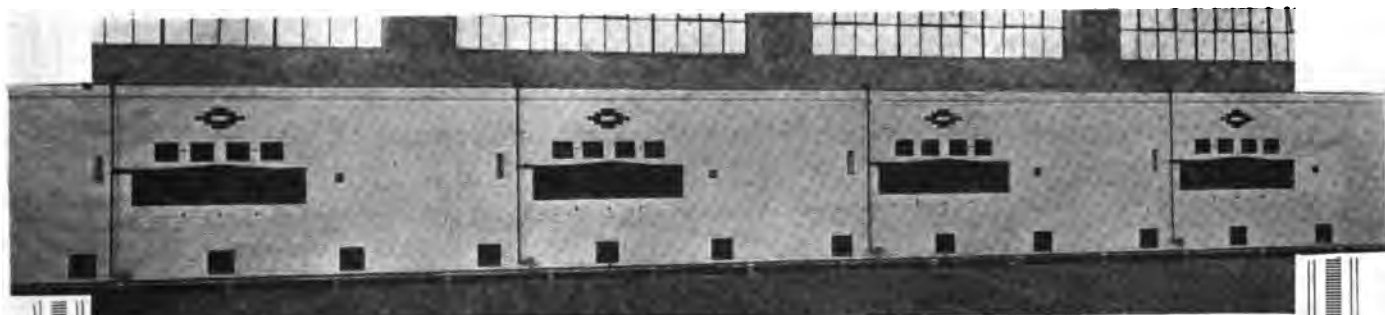
Delivering full value in bake-ovens is the secret of our success

Have **YOU** ever stopped to think of the vital importance of getting a hundred cents worth of value for every dollar you invest in an oven? Our manufacturing facilities, our buying power, and our efficient organization are the driving power back of our "Full Value" policy. The loss is yours as much as ours if you fail to take these advantages into consideration before buying your next oven.—
Ask us today for catalogue and all information.



Manufactured by **MIDDLEBY OVEN COMPANY**

41-45 Park Row, New York



A battery of four DUHRKOP OVENS in the new plant of the Great Atlantic & Pacific Tea Co.

This installation is simply another testimonial of the efficiency of DUHRKOP OVENS. They are performing just as effectively and economically for the above company as other DUHRKOPS are in hundreds of large baking establishments throughout the country.

The DUHRKOP OVEN Business Was Founded in 1887

and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has been some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

THE DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

We have one price and one grade of oven, and that is the BEST.

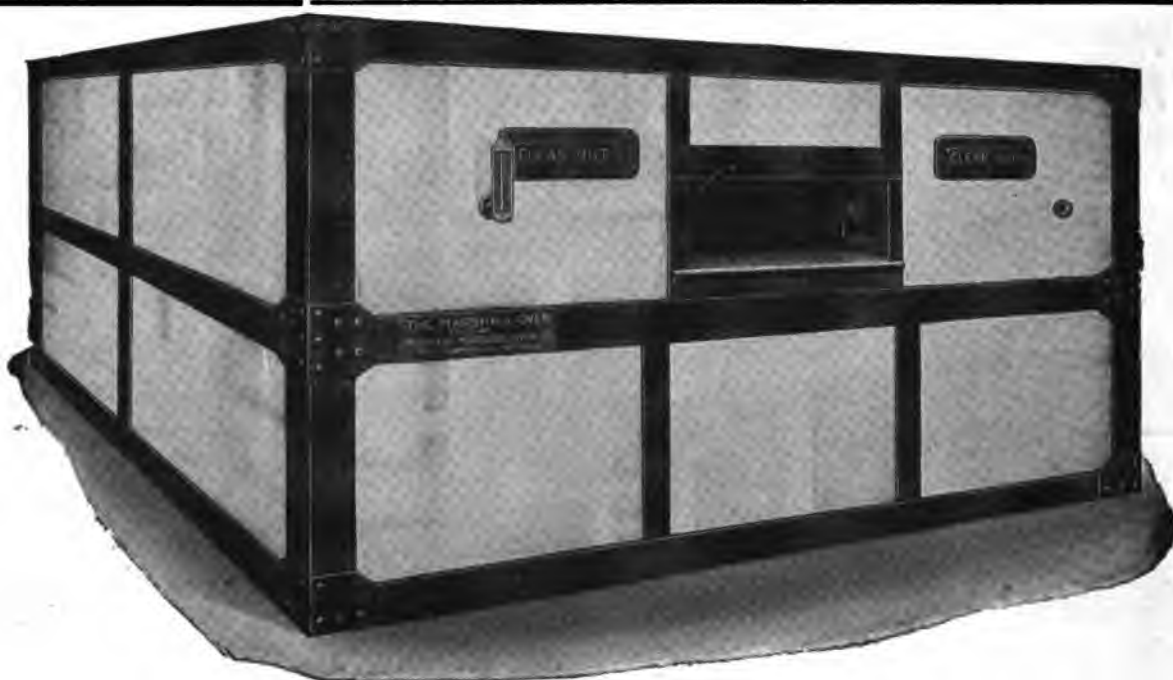
Associate Member of the National Association of Master Bakers

DUHRKOP OVEN CO.,

2525 Park Row
Building

NEW YORK

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WHEREVER you find a successful baker you invariably find a good oven. Wherever you find an unsuccessful baker you usually find a poor oven.

The oven proposition is one on which no baker can afford to gamble. A mistake in selecting an oven is almost sure to prove serious. The best policy to pursue in buying an oven is to buy the one which the largest number of successful bakers use. There is no beaten path to success but there are certain rules which it is good business to follow.

Middleby-Marshall Ovens are successful ovens because they produce at a minimum cost for labor, fuel and repairs the highest quality of baked goods. Wherever these ovens are used they are known as "business building" and "profit producing" ovens, and furthermore there are more of them sold than any other make of ovens. Make up your mind now to investigate Middleby-Marshall Ovens. It will be time well spent. Catalogue and full particulars free on request.

Middleby-Marshall Oven Co.

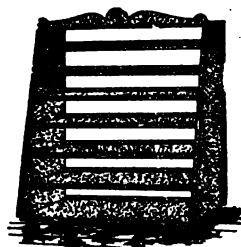
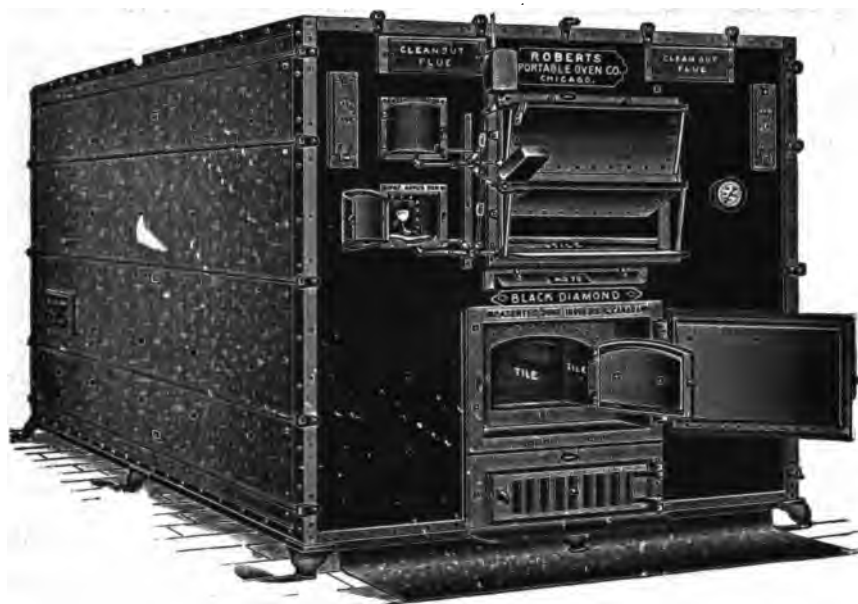
The Largest Manufacturers of Bake Ovens in the World

CHICAGO, 762 W. Adams St.

For Sale in New England States by
MIDDLEBY OVEN MFG. CO.
284 State St., Boston, Mass.

ST. LOUIS, 604 S. Sixth St.

For Sale in Pacific Coast States by
E. CARL BANK
997 Marinadeck Bldg., San Francisco, Ca 1



When business is good—that is the time that labor and time-saving appliances help you most.

By adopting efficient methods and installing efficient equipment many bakeries have been able to more than double their capacity with hardly any additional labor cost.

You cannot fully appreciate how great the economy of using efficient bake shop appliances until you actually make a trial.

Is your oven helping you pile up profits or is it making you pile up expense?

This is profit-taking time. Business everywhere is good. There is lots of money in circulation and there is certainly something wrong if you are not getting your share.

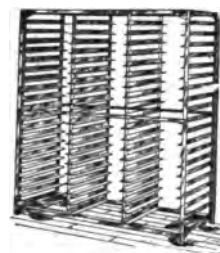
There is much to be said about the profit-producing advantages of Black Diamond Ovens. Limited space does not permit full particulars here. But if you will write us we will gladly show you why these ovens have proven so satisfactory to hundreds of bakers throughout the country.

Roberts Portable Oven Co.

2016 N. Major Avenue, Chicago

New England Selling Agent:
H. G. W. YOUNG,
61 Hanover Street, Boston, Mass.

Canadian Manufacturers
BRANTFORD OVEN & RACK CO.
Brantford, Ont.



The Roberts line of bake shop appliances is complete. No matter how large or how small your shop may be you can select from our line suitable equipment to meet your requirements.

Our big business with many of the large city bakeries proves that our appliances are thoroughly efficient, otherwise they would not use them.

We publish a separate catalogue of bake shop appliances, copy of which we will mail you free upon request. Write us now.

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Number Two

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The ingredients as printed under each, you will see are **PRECISELY THE SAME**, except the use of Roloco (1), Malt Extract (2), and Cane Sugar (3), and as you will note **DOUBLE THE QUANTITY OF YEAST** (3 grams) being used with the Cane Sugar. The same temperature for proofing and baking was carefully preserved in each instance.



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300 grams	flour
186 "	water
12 "	Roloco
5 "	salt
10 "	lard
1½ "	yeast

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1½ "	yeast

NO. 3—CANE SUGAR	
300 grams	flour
186 "	water
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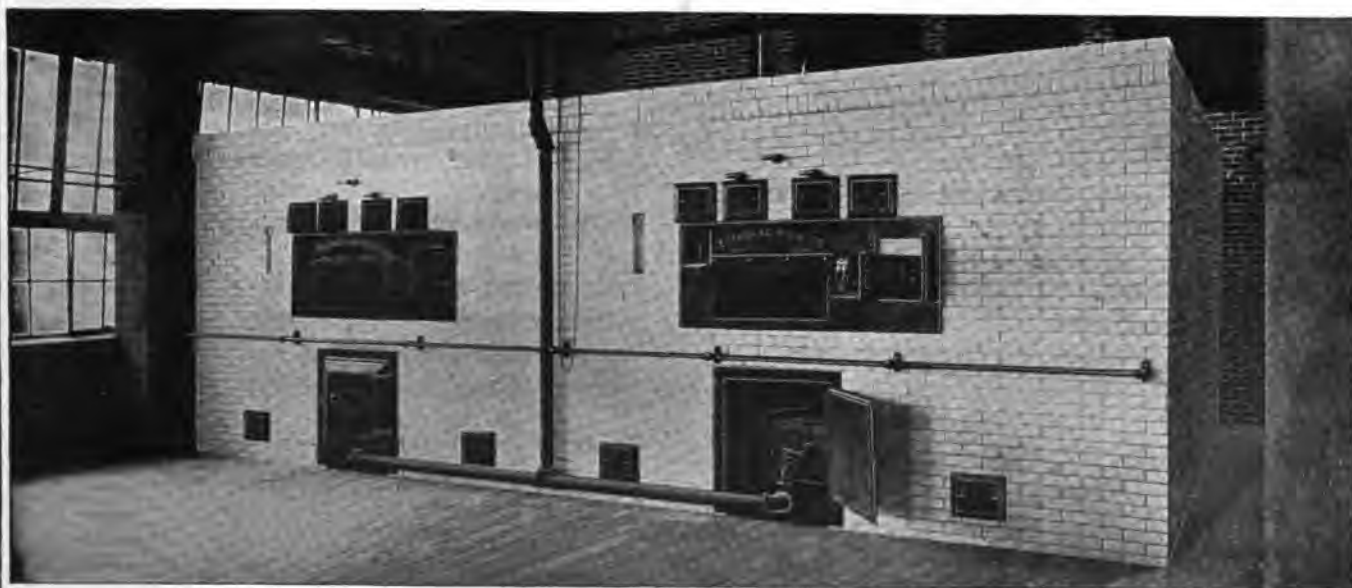
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STANDARD OVEN CO.

Pittsburgh, Pa.

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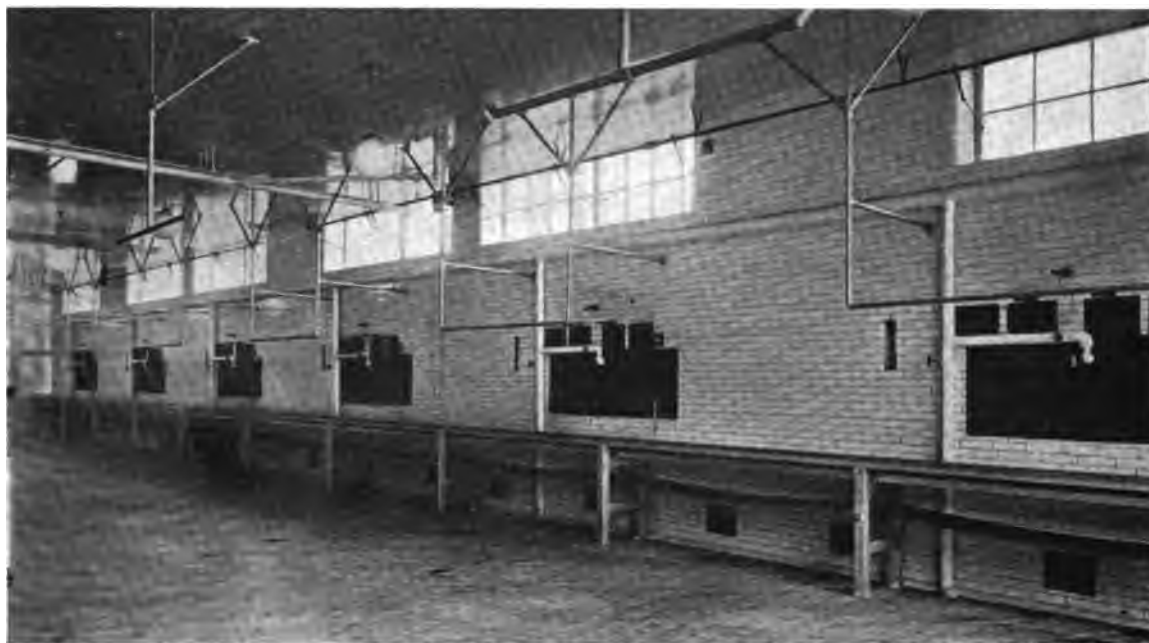
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Main Office
112 W. Adams Street
CHICAGO, ILL.

Western Office
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SAN FRANCISCO, CALIF.

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The ovens in the new Standard Baking Company, Harrisburg, Pa., are insulated with Nonpareil Insulating Brick

Should Not Your Ovens be Insulated, Too?

The chances are ten to one that the steam lines in your bakery are carefully covered to prevent the loss of heat. But how about your ovens? The heat that is going to waste through the unprotected walls, tops and bottoms is just as valuable as that which would be lost through uncovered steam pipes.

One 4½-inch course of Nonpareil Insulating Brick For Bake Ovens

in the walls, tops and bottoms will eliminate at least 60% of this loss of heat. The result will be smaller fuel bills, more uniform temperatures and cooler baking rooms. The saving in fuel alone will, in most cases, pay for the cost of the brick in a year or less.

Nonpareil Insulating Brick are composed principally of kieselguhr, an excel-

lent nonconductor of heat. In insulating efficiency, one 4½-inch course of Nonpareil Brick is equal to 45 inches of fire brick or common brick.

Nonpareil Brick weigh only 1½ pounds each. If they are substituted for one course of common brick in the walls, tops and bottoms, the weight of the ovens will be reduced about 25%.

Sample and Full Information on Request

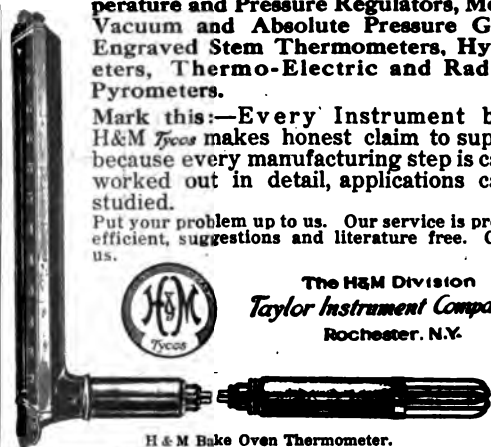
Armstrong Cork & Insulation Co.,

154 Twenty-fourth St.
PITTSBURGH, - PA.

Also Manufacturers of Nonpareil High Pressure Covering for Steam Lines and Nonpareil Corkboard for Dough Rooms



Tycoo Self Contained for Your Dough Room.



H & M Bake Oven Thermometer.

We Know the Needs of Baking

and meet them squarely with accurate, serviceable *Tycoo* Temperature Measuring Instruments for every baking requirements.

We are specialists in the manufacture of H&M Type Thermometers, Recording and Index Thermometers, Automatic Temperature and Pressure Regulators, Mercury Vacuum and Absolute Pressure Gauges, Engraved Stem Thermometers, Hydrometers, Thermo-Electric and Radiation Pyrometers.

Mark this:—Every Instrument bearing H&M *Tycoo* makes honest claim to supremacy because every manufacturing step is carefully worked out in detail, applications carefully studied.

Put your problem up to us. Our service is prompt and efficient, suggestions and literature free. Command us.



The H&M Division
Taylor Instrument Companies
Rochester, N.Y.



Dough Testing Thermometer.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

Bakes Bread—Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.



ARE YOU IN THE MARKET

For an Oven?



If so, let us tell you about the construction of THE BENNETT OVEN.

Made with One, Two and Three Decks.

Capacity 72 to 495 Loaves.

Write today for Catalog "R"

BENNETT OVEN COMPANY

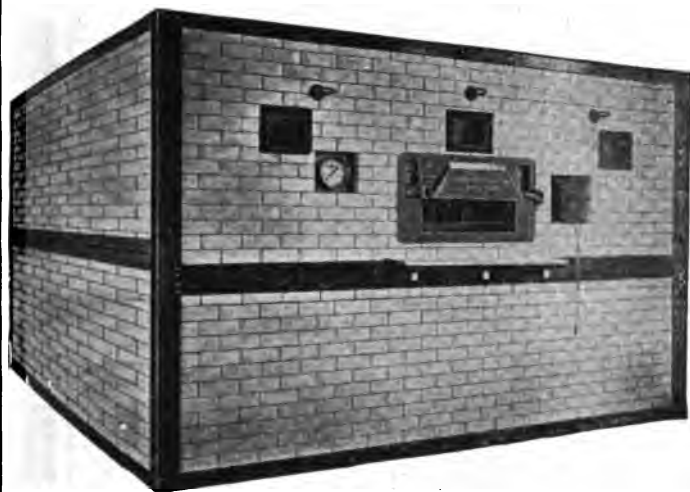
Oven Experts



Battle Creek, Mich.

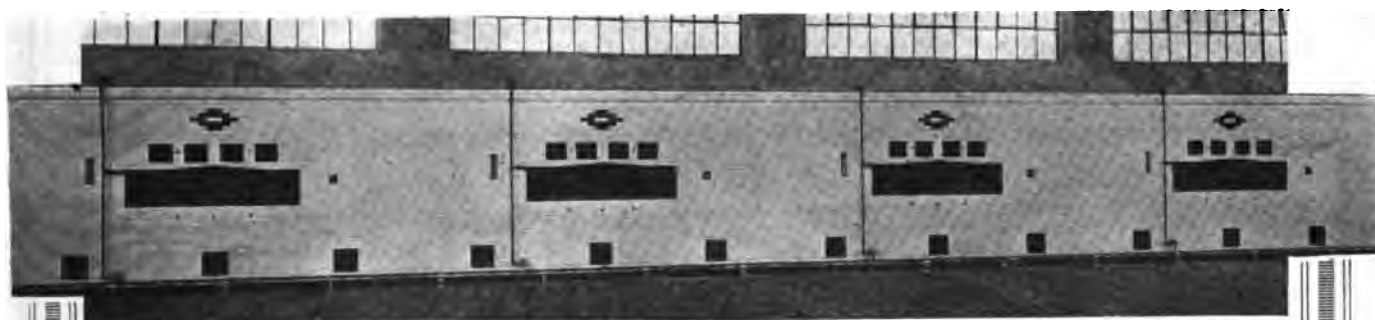
Delivering full value in bake-ovens is the secret of our success

Have **YOU** ever stopped to think of the vital importance of getting a hundred cents worth of value for every dollar you invest in an oven? Our manufacturing facilities, our buying power, and our efficient organization are the driving power back of our "Full Value" policy. The loss is yours as much as ours if you fail to take these advantages into consideration before buying your next oven.—
Ask us today for catalogue and all information.



Manufactured by **MIDDLEBY OVEN COMPANY**

41-45 Park Row, New York



A battery of four DUHRKOP OVENS in the new plant of the Great Atlantic & Pacific Tea Co.

This installation is simply another testimonial of the efficiency of DUHRKOP OVENS. They are performing just as effectively and economically for the above company as other DUHRKOPS are in hundreds of large baking establishments throughout the country.

The DUHRKOP OVEN Business Was Founded in 1887

and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has been some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

THE DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

We have one price and one grade of oven, and that is the BEST.

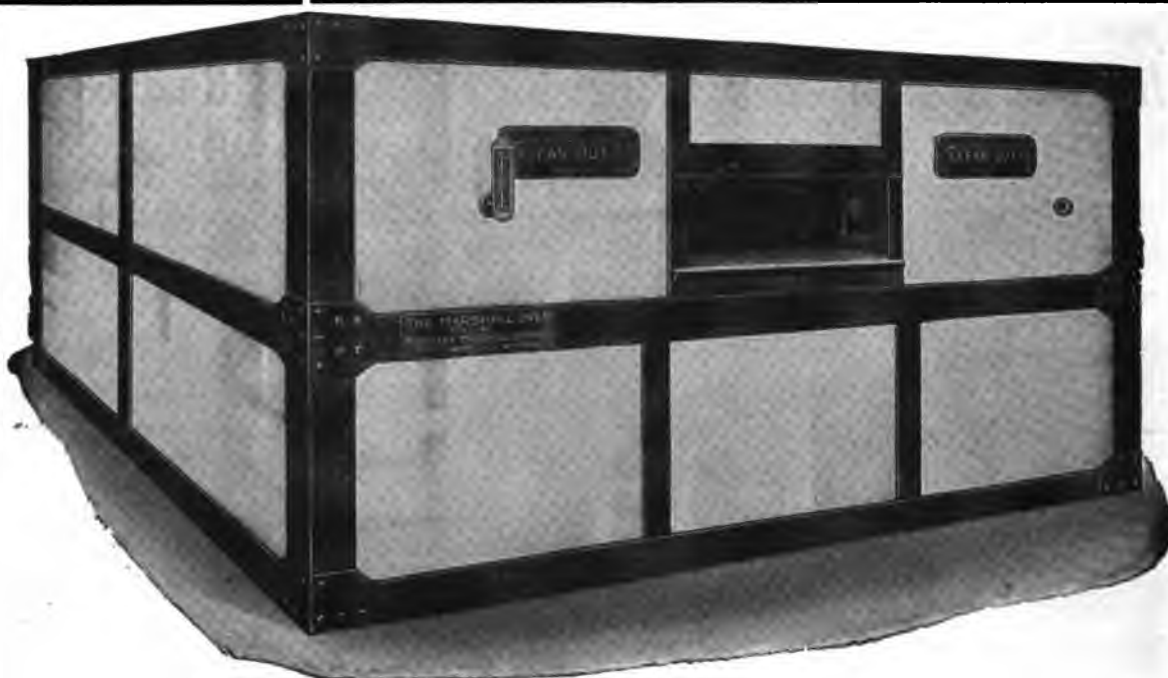
Associate Member of the National Association of Master Bakers

DUHRKOP OVEN CO.,

2525 Park Row
Building

NEW YORK

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WHEREVER you find a successful baker you invariably find a good oven. Wherever you find an unsuccessful baker you usually find a poor oven.

The oven proposition is one on which no baker can afford to gamble. A mistake in selecting an oven is almost sure to prove serious. The best policy to pursue in buying an oven is to buy the one which the largest number of successful bakers use. There is no beaten path to success but there are certain rules which it is good business to follow.

Middleby-Marshall Ovens are successful ovens because they produce at a minimum cost for labor, fuel and repairs the highest quality of baked goods. Wherever these ovens are used they are known as "business building" and "profit producing" ovens, and furthermore there are more of them sold than any other make of ovens. Make up your mind now to investigate Middleby-Marshall Ovens. It will be time well spent. Catalogue and full particulars free on request.

Middleby-Marshall Oven Co.

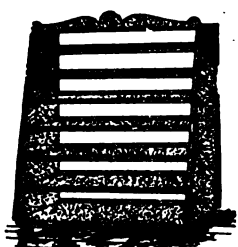
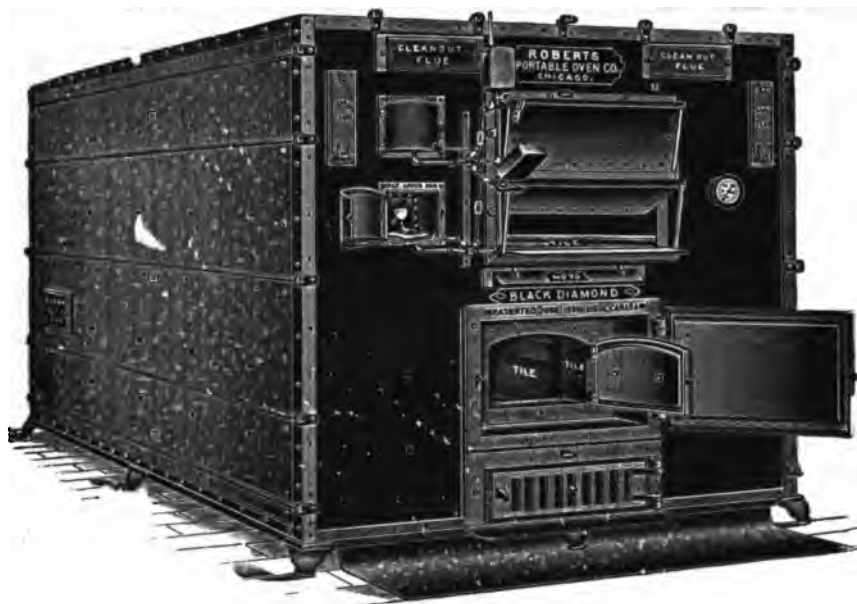
The Largest Manufacturers of Bake Ovens in the World

CHICAGO, 762 W. Adams St.

For Sale in New England States by
MIDDLEBY OVEN MFG. CO.
284 State St., Boston, Mass.

ST. LOUIS, 604 S. Sixth St.

For Sale in Pacific Coast States by
E. CARL BANK
997 Manadock Bldg., San Francisco, Ca 1



When business is good—that is the time that labor and time-saving appliances help you most.

By adopting efficient methods and installing efficient equipment many bakeries have been able to more than double their capacity with hardly any additional labor cost.

You cannot fully appreciate how great the economy of using efficient bake shop appliances until you actually make a trial.

Is your oven helping you pile up profits or is it making you pile up expense?

This is profit-taking time. Business everywhere is good. There is lots of money in circulation and there is certainly something wrong if you are not getting your share.

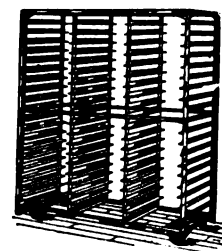
There is much to be said about the profit-producing advantages of Black Diamond Ovens. Limited space does not permit full particulars here. But if you will write us we will gladly show you why these ovens have proven so satisfactory to hundreds of bakers throughout the country.

Roberts Portable Oven Co.

2016 N. Major Avenue, Chicago

New England Selling Agent:
H. G. W. YOUNG,
61 Hanover Street, Boston, Mass.

Canadian Manufacturers
BRANTFORD OVEN & RACK CO.
Brantford, Ont.



The Roberts line of bake shop appliances is complete. No matter how large or how small your shop may be you can select from our line suitable equipment to meet your requirements.

Our big business with many of the large city bakeries proves that our appliances are thoroughly efficient, otherwise they would not use them.

We publish a separate catalogue of bake shop appliances, copy of which we will mail you free upon request. Write us now.



Your Competitor USES STEAM

from a boiler in baking. That is the proper way to bake. It gives the bread a proper moisture, a glossy crust and prevents air bubbles.

You, too, can obtain this better bread with a

Freymark Bakers Steamer

Fits any oven, simple to install, labor saving, economical; burns gas at cost of \$1.50 to \$2.00 a month and is safe—tested to 100 lbs pressure.

Gets steam up in 20 minutes and supplies hot water and heat to bakery.

With the Freymark Bakers Steamer you can bake better bread and reduce expenses, because of its unrestricted use.

Shall we send our descriptive circular? Write us now.

**B. F. FREYMARK
MACHINE CO.**

2109 Market Street
ST. LOUIS, MO.



2 Single Deck Schaller Ovens constructed for the
Sun Baking Co., Auburn, N. Y.

Repeat Orders Installed During the Past Three Months

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**Twenty-three Schaller Double-Deck Ovens
in Rochester, N. Y. — 34 in Pennsylvania**

Write for Catalog describing the construction of both our single and
double-deck ovens.—20 illustrations

THE ALBERT SCHALLER OVEN CO.
55 Averill Avenue ROCHESTER, N. Y.



The Dependable Blodgett Oven

has back of it 70 years of Service. It has become a *finished perfected article*, and is the *biggest value* of all portable ovens.

They are made in 7 sizes and burn Coal, Wood, Natural or Artificial Gas.

Send for a list of Bakers using our Ovens and for our regular *Blodgett Oven Literature*.

The G. S. Blodgett Co.
Burlington, Vt.

Pans and Racks

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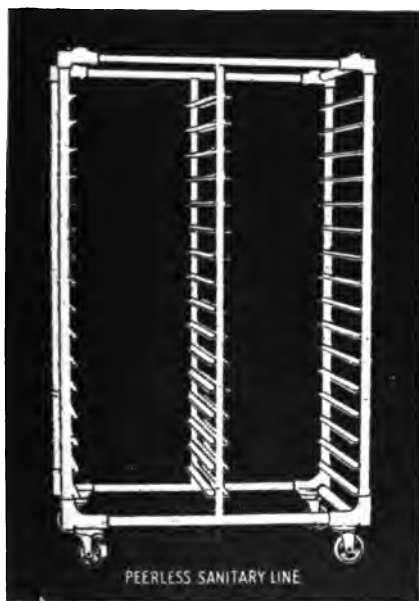
Perfect Bread Pans

Get Our Quotations!

JABURG BROTHERS

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New York



The Peerless Pan Rack, No. 35

Is an improvement in a sanitary way over the old style, as there is no chance for dirt or crumbs to be raked off on pans below, as same are slid on or off. Made very strong and galvanized. Made to fit any size pans. We also manufacture Shelving, Bread Racks, Pie Carriers, Pie Cases, Proof Boxes, Baskets and everything for the Bakery.

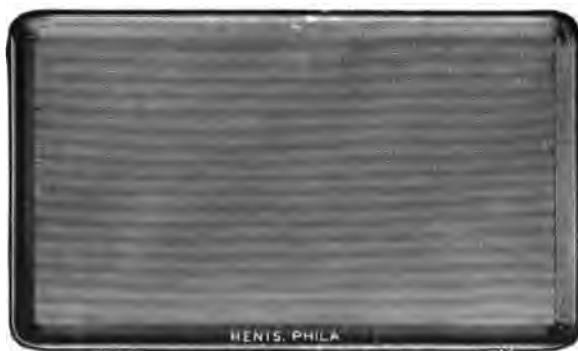
Write for catalogue and prices.

Manufactured only by the

PEERLESS WIRE GOODS CO., Lafayette, Indiana

Cracker and Biscuit Pans

ESTABLISHED 1860



Steel Pan

Our steel pans are made from a specially prepared steel, of a uniform gauge, with a smooth surface and of a tough, durable steel; they are bound with 5-16 ins. electrically welded rods and are guaranteed absolutely flat and free from buckles. We will guarantee these pans to wear longer and give better service than any other pan on the market.

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Manufacturers

No. 1347-1349 Ridge Avenue

Philadelphia, Pa.

KLEEN-KRUST

RIVETLESS

REG. U.S. PAT. OFF.

"STEEL-SHOD"

PATENTED JAN. 21, 1915 - PATENTS PENDING

BREAD PANS

*The
Enduring Pan
for the
Faultless Loaf*



Until the
Intro-
duction
of the



KLEEN-KRUST RIVETLESS "STEEL-SHOD" BREAD PAN

spotted and crippled loaves of bread were unavoidable.

The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

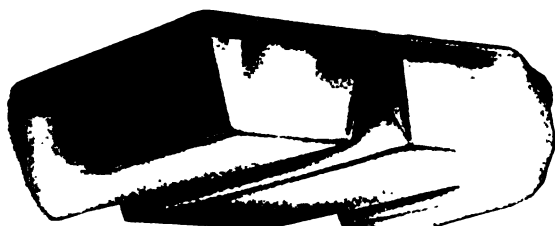
1. The use of all rivets on the inside of the pans have been done away with—insuring a clean, spotless loaf. This feature alone should commend its use to users of the old style riveted pan.

2. The heavy, unsightly grease and dirt collecting "strap" has been done away with, and in its place a strong steel rod is used binding the pans together, and at the same time serving as a rim for each pan. This construction (see cut) is the most rigid and sanitary ever devised and materially decreases the weight of each set.

3. The bracing used between each pan is a part of the pans themselves, and is so constructed as to absolutely prevent any distorted or misshapen loaves.

4. "Steel-Shod" means the placing of sheets of steel in the outer face of the end pans in the set, absolutely armor-plating the surface and steering the peel underneath instead of smashing holes in the tin.

A free sample set of Kleen-Krust Rivetless "Steel-Shod" Bread pans is yours for the asking. Send for it now and see how they will improve the appearance of your bread and save you money. These pans are made in every size and style with square or rounded bottom edges.



The above cut shows an End Pan with
"STEEL-SHOD" feature

The AUGUST MAAG Co.

107 Sharp St.

BALTIMORE, MD.

Boxes and Baskets

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YOU pack your bread in boxes to keep it clean; to preserve it while it's being shipped.

Sefton Bread Boxes

keep bread clean,—they're made to. Absolutely dust and moisture proof, good strong boxes, they carry bread as safely, efficiently and economically as it's possible to carry it.



You'll be interested in our booklet "sefton your bread". It contains a lot of worth while information and it's easy to get,—write for it.

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Deliver your bread in
HUBBARD'S
Folding Delivery Boxes
THE SANITARY WAY



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Puffer-Hubbard Mfg. Co.

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MINNESOTA

FOLDING PAPER BOXES

FOR CAKES, PIES, LUNCHES, ETC.



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Large quantities of Special Sizes made to order. Ask for samples and prices stating measurements and quantity wanted.

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AT REASONABLE PRICES

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70%

of the BREAD consumed is baked at home because the housewife thinks it cleaner and better than the bakers' loaf.



A Wrapped Loaf

satisfies her as to its cleanliness and tends to convince her that the quality is superior.

Ask for samples and prices of wrappers manufactured by us. Some are waxed both sides; others one side only, so as to permit the use of gum tape; others may be sealed with heat without string or tape; also in rolls or sheets for wrapping by machine.

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LEWIS WOVEN WOOD & WIRE STEEL BOXES



The Lewis Woven Wood and Wire Box is the result of twenty years of manufacturing experience. Shipped in the knock down if desired, saving two-thirds freight—The past year was the biggest in its history—It is more popular than ever—Increased sales in the face of increasing competition proves its merit.

The New Lewis Steel Box is the most practical and the lowest-cost steel box on the market. Furnished only in set up form—inside painted white or grey enamel—construction similar to woven wood and wire box, except that Bessemer sheet steel is substituted for the woven wood and wire material.

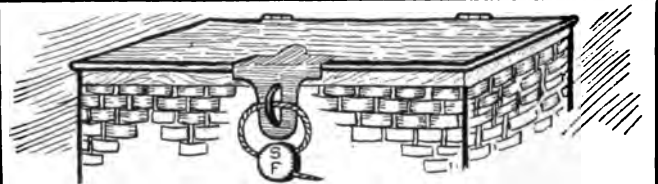
BOTH KINDS

have the following exclusive features:—The Patent Combination Hinge and Corner—The Projected Front Top Corner—The Damage-Proof Locking Device—The 7-8 inch Wood Boundary Braces.

Furnished Painted and Lettered in any Colors and Designs—Write for Prices—State whether you are interested in woven wood and wire style or steel style, or both.

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Member National Association of Master Bakers



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Bread Box and Basket Seals

They eliminate the uncertainty of safe deliveries and protect your business interests by saving your customers from disappointment in shipments.

They cost little—they save much

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All Rats and Mice in One
Night, leaving No After
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The Mystic Milling Co. says: "We have given your rat and mouse embalmer a fair trial and it seems to have cleaned out the rats almost entirely."

Could you have a better testimonial?

If you are troubled with rats or mice, you should get in touch with us.

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Incorporated

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MINNEAPOLIS, MINN.



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Cockroaches & Ants

No need of telling you about them, **YOU KNOW** what an annoyance they are!

GETZ Cockroach Powder
Will Kill Them!

No danger to Humans or Animals.
It has no disagreeable odor to affect your bakery goods.

Thrifty bakers will find our goods the cheapest in the long run as two applications a year are usually enough to keep out Cockroaches. For Silver Fishes and Ants it is necessary to use powder more often.

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Getz Patent Blowers 25c each

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THE MOST COMPLETE BOOK OF ITS KIND. THOROUGHLY PRACTICAL AND UP-TO-DATE. CONVENIENTLY INDEXED.

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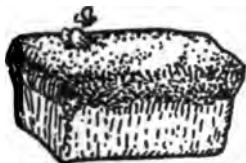
BAKERS REVIEW

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NEW YORK CITY

**Kalamazoo Vegetable
Parchment Company**
Kalamazoo, Michigan

Manufacturers of high
grade parchment and
waxed paper.

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WAXED BREAD and CAKE WRAPPERS

NOT COMPULSORY—BUT DESIRABLE

Let the consumer have his bread as clean as when it leaves the oven

We manufacture all grades for roll machines or hand wrapping.

Let Us Figure Your Requirements.

PROMPT SERVICE—QUALITY—RIGHT PRICES

CENTRAL WAXED PAPER CO.

The Sanitary Way



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Chicago, Ill.

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"The Milk Powder with the Milk Flavor"

is made at low temperatures by the

Ekenberg Vacuum Process

of which we are the exclusive owners in America
not by a

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That's why we retain in our powder the real milk flavor

So that a less quantity can be used with satisfactory results

Safety—Economy

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Cortland, N. Y.



BALLANTINE'S MALT EXTRACT is used by bakers who realize its value in producing bread of good quality, richness and high nutritive value. Ballantine's causes perfect fermentation, is a valuable yeast food and is cheaper to use than any substitute ever offered. Write for further information and a sample.

P. BALLANTINE & SONS MALT EXTRACT DEPARTMENT **Newark, N. J.**

Dry Milk, Malt Extract

and Egg Products

Malt Extract

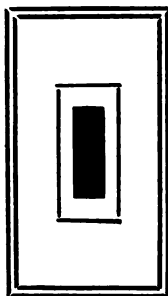
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Dry Milk

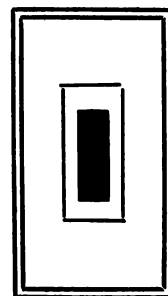
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Because of the enormous volume of our production and our superior distributing facilities, we are enabled to keep you supplied throughout the year at the right prices.

We are always ready for your contracts.

Our creameries are located in the richest dairy sections of the country. Just as soon as the butter is received it is placed in Refrigerators and kept there until ready to be shipped in refrigerator cars—which means that our Baking Butter is continually under refrigeration.

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Quick deliveries.

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Packed in 60 pound
tubs; ask the Armour
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Pure Natural Flavors of LEMON and ORANGE

concentrated, diffusible, never turpentiney, used by manufacturers of Choice Cakes and Biscuits

NOT LIKE ANY OTHERS

PURE VANILLA EXTRACTS, WELL AGED, ALSO COMPOUNDS

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Etc.

once and you
will always use
them. They
are incompar-
able.



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True Fruit—Lemon, \$4. lb.
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All kinds of harmless Colors

Established twenty-five years.

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The name "SEIDEL" is a symbol of
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One Moment, Mr. Baker

The
Old Method

Slow,
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The
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Method

Quick, Sani-
tary, Less
Expensive

STORAGE EGGS

versus

LAYTON'S EGGS

You take big chances.
You have musty and other faulty eggs
to contend with—
Result, spoiled goods—lost trade
—time, labor and money
WASTED

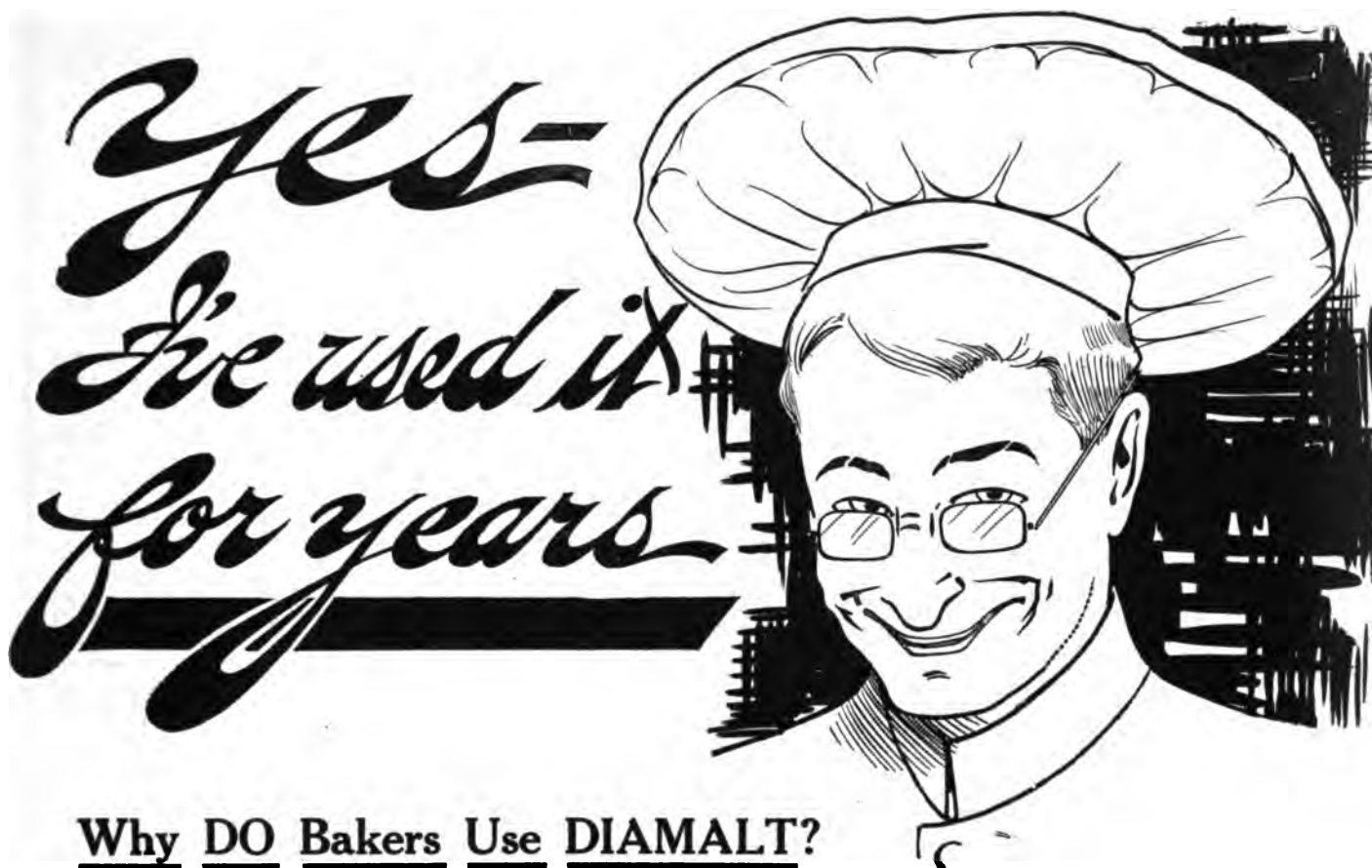
You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, Increased trade—time
labor and money
SAVED

We can supply whole eggs, separated whites or yolks.
Used by most successful bakers. Be one of them.
Will gladly send full particulars

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Why DO Bakers Use DIAMALT?

Some say they use it because they can save money by decreasing the quantity of other ingredients, such as sugar and shortening.

Some say the expansion, bloom and texture of the loaf is better with

DIAMALT

Some say the finished loaf keeps fresh longer, thereby reducing percentage of stale.

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You should satisfy yourself by actual trial. Booklet and sample on request. Write today.

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Secrets of Bread Making

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*Each Part worth many times
the cost of the whole Book.*

Your new book, "Economy and System in the Bakery" has given us most valuable information and is indeed a masterpiece on the art of baking. We have occasion to refer to it very often. Every progressive baker should have a copy of your book for instruction of the men in the shop.
Spokane Bakery Co., Spokane, Wash.

Price \$1.10 Postpaid

BAKERS REVIEW

Woolworth Bldg., New York

Reduce Your Sugar Bills 50 Per Cent

USE MECHEL'S

*Diasto
Saves*

Sugar
Shortening
Yeast
Labor

Purer
Cleaner
Cheaper
than any
Liquid Malt
Extract

Diasto the
Genuine Malt
Flour increases
Bread Profits

*Diasto
Produces*

More
Volume
Better Crust
A Sweet
Nut Flavor
Healthier
Bloom
Retains
Moisture
in Bread

Diasto, a
necessity for
Sweet Doughs
Improves goods
Reduces cost
of production



Packed in 175 lb. Bbls., 70 lb. Drums, 25 lb. Pails

For further information, address

Chas. Mechel Mfg. Co.

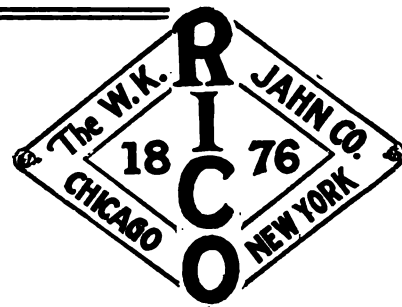
Sole Manufacturers

Milwaukee, Wis.



10c Worth of Cake in
an Attractive Package

*That's what brings
your customers back*



IF YOUR GOODS ARE MADE RIGHT—THEY WILL BE IF YOU

USE RI-CO PRODUCTS

Put an assortment of Honey Fruit—White—Gold and Spice Cakes on your counter—watch your customers wait on themselves! They know the cake is fresh and will keep so—that it has not been exposed to dust or handled and that it can be carried home without being crushed. *Send the coupon for full information.*

To get the dimes out, you must put goodness in—

RI-CO
Pure White

RI-CO
Whole Dry Egg

RI-CO
Emulsions

RI-CO
Extract

THE W. K. JAHN CO.

483 Greenwich St.
NEW YORK

130 No. Franklin St.
CHICAGO

Mail this
Coupon Today.
The W. K. Jahn
Co., 483 Greenwich
St., N. Y., or 130 No.
Franklin St., Chicago.
Gentlemen—Please send par-
ticulars at once regarding your 10-
cent box cake proposition.

Our Demonstrator will call if you wish—Free of Charge

Name.....
Address.....
City..... State.....

ONE POUND

MALZO TRADE MARK

PURE MALT FLOUR

DOES THE WORK

of two pounds of malt extract in all bread formulas

**The only malt product ever offered the
American Baker on a guaranteed
analysis basis**

Our Guarantee is backed by our bond

Sole Manufacturers

ADVANCE MALT PRODUCTS CO.

305 S. LaSalle Street

Chicago, Ill.

**Advance Malt Products Co.,
305 S. LaSalle Street,
Chicago, Ill.**

Gentlemen:—

Please send me one pound FREE sample of
MALZO sufficient for a one barrel baking.

Name

Address

State

(Enclose business card if possible)

CREAM OF MAIZE

WHITE CORN FLAKES

The Yeast Food Cereal that has won the confidence of the trade strictly on its *merit* — and *economy* in *price*. Bakers will find Cream of Maize worthy of their most critical investigation.

Write For Sample and Price

AMERICAN HOMINY COMPANY

INDIANAPOLIS

NEW YORK

BOSTON

CHICAGO

FOUND—

An Opportunity

which it will pay bakers to investigate and grasp. Fritz L. Gienandt, cake expert and author of the famous "Twentieth Century Book for the Progressive Baker," has perfected formulas for Silver, Gold, Spice and Chocolate Slice Cakes which are taking the country by storm. They are called

Cak-o-pur-fection

The Famous 100% Profit "Slice Cakes"

Every formula is original, and can't be equalled. Anyone can make these cakes, and the nature of the formula is such that the men in your shop can make the cakes and still be ignorant of their secret.

They keep fresh indefinitely, look appetizing and are good sellers. No stale returns. No crust. No waste. Icing keeps fresh and soft as long as the cakes. The manufacture of these cakes will show a profit you never dreamed possible in your cake shop.

The General Baking Co. of Boston is selling from 5,000 to 8,000 of these slices daily.

Write for prices for certain exclusive territories. Prices for the Four Formulas \$25.00. Wood lined tins furnished at the following prices: \$12.00 for 1 doz.; \$22.00 for 2 doz.; \$30.00 for 3 doz., f.o.b. Boston.

Don't Delay—Write Today.

FRITZ L. GIENANDT

192 Massachusetts Avenue

Boston, Mass.

Used by Leading Cracker and Bread Bakers



DOUGLAS WHITE COOKING OIL is a pure, sweet oil, **EXTRACTED FROM CORN**. It is the most economical shortener ever produced.

IMPROVE your products and at the same time **SAVE MONEY** by using **DOUGLAS WHITE COOKING OIL** exclusively for shortening and frying.



Made by

DOUGLAS COMPANY
CEDAR RAPIDS, IOWA



Push a Profitable Product

You are in business to make money. On some things you make more than on others. Taking material and time into consideration, most bakers find that they make more money on bread than on any other product.

Flour may not be cheap but it is much lower than last summer. On the other hand, sugar and shortening, used to such a large extent in fancy goods, are so high that there is little or no profit in some lines.

Advertise Your Bread

Put the quality into your loaf. Use nothing but pure food ingredients. Educate the public, as many progressive bakers are doing, to call for your 10c. loaf by name. Keep your name and your brand of bread before the people.

If you are equipped to do business all over town, newspaper and street car advertising are great business

builders. If your trade is necessarily confined to certain districts get in touch with your local sign-board man. A few signs or posters in the right localities will not cost as much as you may imagine.

"It Pays to Advertise" and it pays most to advertise the product on which you can make the most profit. That product is

BREAD

The Fleischmann Co.



JOHNSON

WILD RASPBERRY "CAKEFILENE"

Made from the richest full ripe hand-picked fruit

Up in Van Buren, Maine, the "House of Johnson" maintains a factory specially devoted to the production of our famous Wild Raspberry "Cakefilene."

The fruit grown wild, possessing a flavor unknown in the cultivated berry and the processes we use in preparing it for the bakers' use preserve this

flavor and impart to the goods a richness that is distinctly Johnson's.

Owing to the increased cost of sugar we are not making more Wild Raspberry "Cakefilene" than is actually ordered. Orders are being taken now for August delivery at 13c per lb. in 160 lb. kegs. Order *now* for the price of this delicious product is going up.



H. A. JOHNSON CO.
BOSTON

Heide's

Marshmallow Cake Filler

An excellent and convenient filler for
Layer Cakes, Cream Rolls
Charlotte Russe
Jelly Rolls
Etc.

Samples and recipes submitted upon request.
For sale by leading bakers' supply houses.

HENRY HEIDE, Mfr.

Spring, Hudson and Van Dam Sts.

NEW YORK

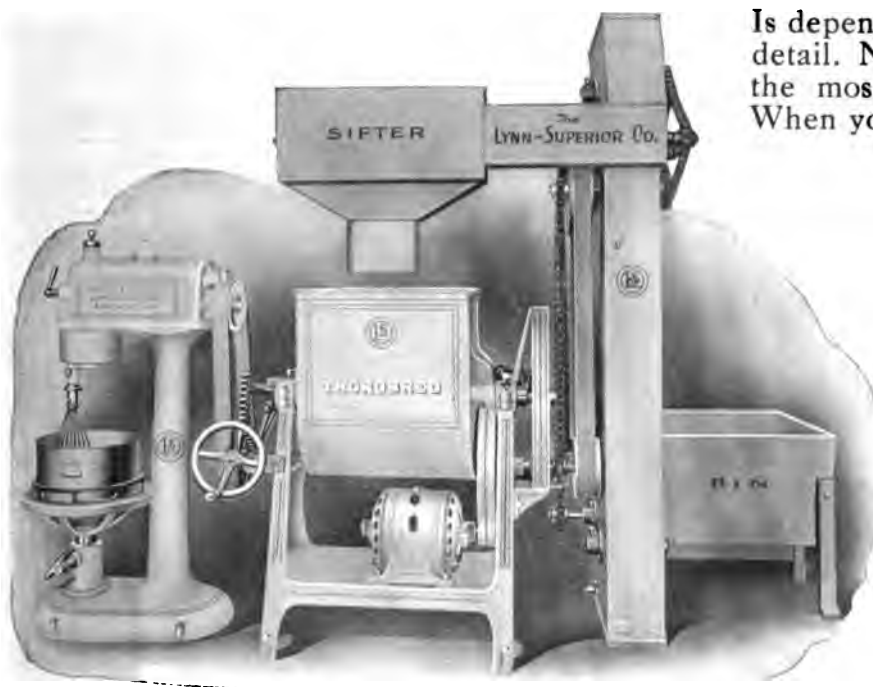


HARVEY SERVICE

Machinery and Equipment

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LYNN-SUPERIOR MACHINERY



Is dependable because of attention to detail. No part is too small to receive the most rigid test and inspection. When you buy an "L-S" outfit you get full value for every dollar—honest machinery at honest prices..

The Thorobred Dough Mixer has been a leader for years because it stands hard work probably better than any other. Bakers everywhere know this.

The "L-S" Four-Speed Cake mixer has all the improvements on any other besides our exclusive features. By this is meant no breakage of gears or paddles and the fastest action obtainable.

If you want machinery that will really do your work as it should be done, write us today.

The Lynn-Superior Company
Cincinnati, Ohio.

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"POOR GOODS ARE DEAR AT ANY PRICE"

READ MACHINES



Cost a little more at first, but are cheap in the long run

The Read Machinery Co., York, Pa.

BOOKS FOR BAKERS

The Editor of BAKERS REVIEW Highly Recommends the Following Books As A Valuable Asset to Any Bakery. No Baker's Library is Complete Without Them.

Secrets of Bread Making

By EMIL BRAUN

Price . . \$1.10

Malzbender's Practical Recipe Book

A comprehensive volume for bakers and pastry cooks in the German and English language.

Price . . \$2.00

We Will Gladly Send Any or All of the Above Books Upon Receipt of Price, Express Prepaid

BAKERS REVIEW

Woolworth Bldg.

New York, N. Y.



The GEM Doughnut Machine

is perfected to such a degree that it

Will Cut 120 to 140 Doughnuts per Minute

You are able to fill ordinary kettles holding from three to four dozen doughnuts so fast that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time.

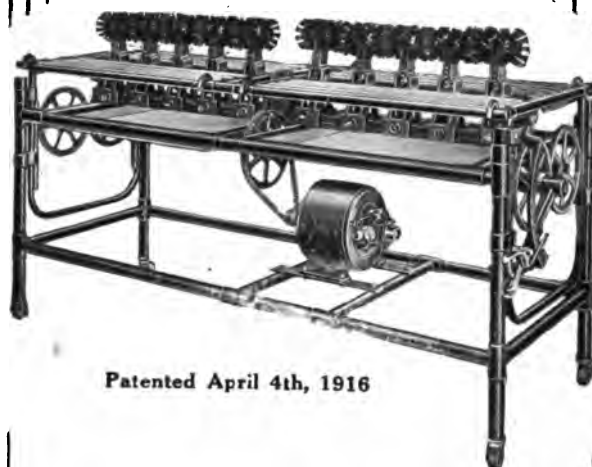
If you desire to turn out a large number of good doughnuts, you should investigate this machine. Large bakeries all over the country are getting supreme satisfaction from the Gem. And you can do the same.

BAUM & SCHOEL
WATERLOO, IOWA

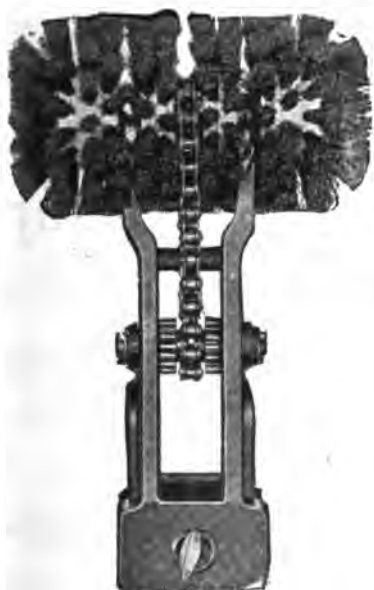
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UNIVERSAL

PAN CLEANING AND GREASING MACHINES



Patented April 4th, 1916



Brushes Removable for Cleaning.

Clean Your Pans Quickly —Hygienically

No longer is it necessary to labor over your pans in the attempt to clean and grease them by hand. The Universal Pan Cleaning and Greasing Machine is so properly constructed that it will do the work hygienically—take every speck of foreign matter off the pans and coat them with a uniform film of grease.

The Universal should be in every bakeshop where cleanliness is considered essential to success, and it will.

Save Time—Money—Labor

The brushes are removable which allows them to be taken out and immersed in boiling water, eradicating all grease and foreign matter—all in half an hour.

The brushes are adjustable for depth and width of any pan, and are reversible, which permits uniform wear—cost of operation reduced to a minimum.

As sure as cleanliness is essential to the success of your products, so do you need this machine.

Our catalogue is of vital importance to you. Shall we send it?

THE KOENIG-KELLER CO.

530 East King Street

LANCASTER, PA.

Union Combination Bread & Bun Rounder

is perfected to such a high degree that it

Rounds 3,500 Loaves or 600 Doz. Buns Per Hour

and in the performance of its work it shows its thoroughness.

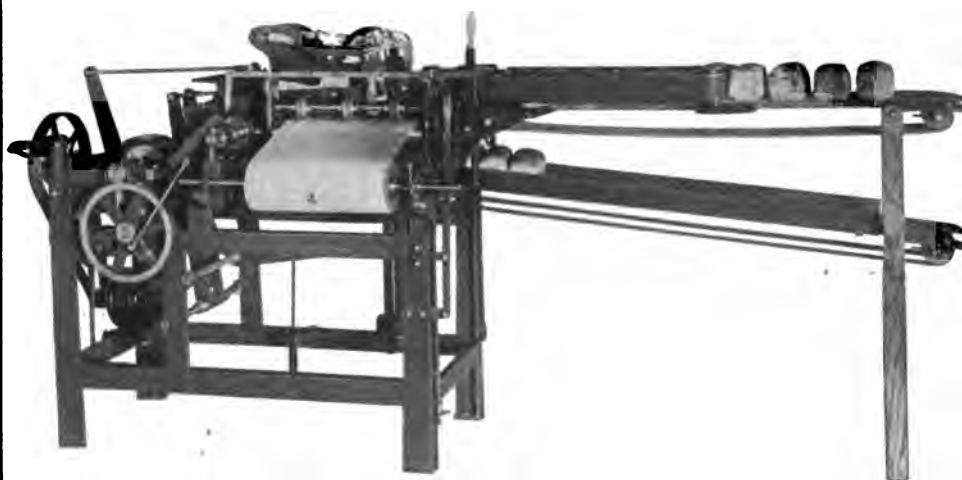
It requires only $\frac{3}{4}$ horse power to operate—is practically self-cleaning—is built compactly and ruggedly, taking small floor space and is self adjusting.

And It Costs Less Than Half The Price Of Others



Patented Aug. 1st, 1915

The Union Wrapping Machine Co., - Joliet, Illinois



The New Model HAYSEN Bread Wrapping Machine

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

More than 150 HAYSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSEN MFG. CO.

SHEBOYGAN, WIS.

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A

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THE "AMERICAN"
Divider and Rounder
 saves not only much
 laborious effort but stands
 the wear and tear of continued
 service—

and it's perfection of operation lends a better
 quality to the bread. AMERICAN Equip-
 ment represents real business assets in any
 bakery using it.

Some Users of AMERICAN Equipment

Jay Burns Baking Co.	- Omaha, Nebr.	United Bread Co.	- - Terre Haute, Ind.
Memphis Bread Co.	- Memphis, Tenn.	Model Bakery, C. O.	
Freund Bakery of Ameri-		Schweickhardt	- - Burlington, Iowa
can Bakeries Co.	- St. Louis, Mo.	H. Korn Baking Co.	- Davenport, Iowa
Atlas Bread Co.	- Milwaukee, Wis.	American Baking Co.	- Louisville, Ky.
Texas Bread Co.	- Houston, Texas	Grocers Baking Co.	- Louisville, Ky.
Nafziger Baking Co.	- Kansas City	College Hill Bakery,	
F. H. Hohengarten, Home		G. L. Jordan	- - Topeka, Kans.
Bakery	- St. Louis, Mo.	H. Weil Baking Co.	- New Orleans, La.
Welle-Boettler Bakery	- St. Louis, Mo.	Schmidt's Vienna Bakery	- Baltimore, Md.
Heydt Bakery Co.	- St. Louis, Mo.	General Baking Co.	- - Boston, Mass.
Connolly Baking Co.	- Springfield, Ill.	Pope Baking Co.	- - Detroit, Mich.
Hartmann Bros. Bakery	- Springfield, Ill.	Sanitary Bread Co.	- - Minneapolis, Minn.
Manewal Baking Co.	- E. St. Louis, Ill.	Consumers Bread Co.	- Kansas City, Mo.
Indianapolis Baking Co.	- Indianapolis, Ind.		

The Final Test—Ask Any User of "American Equipment"

American Bakers Machinery Co.

9th and Clinton Streets

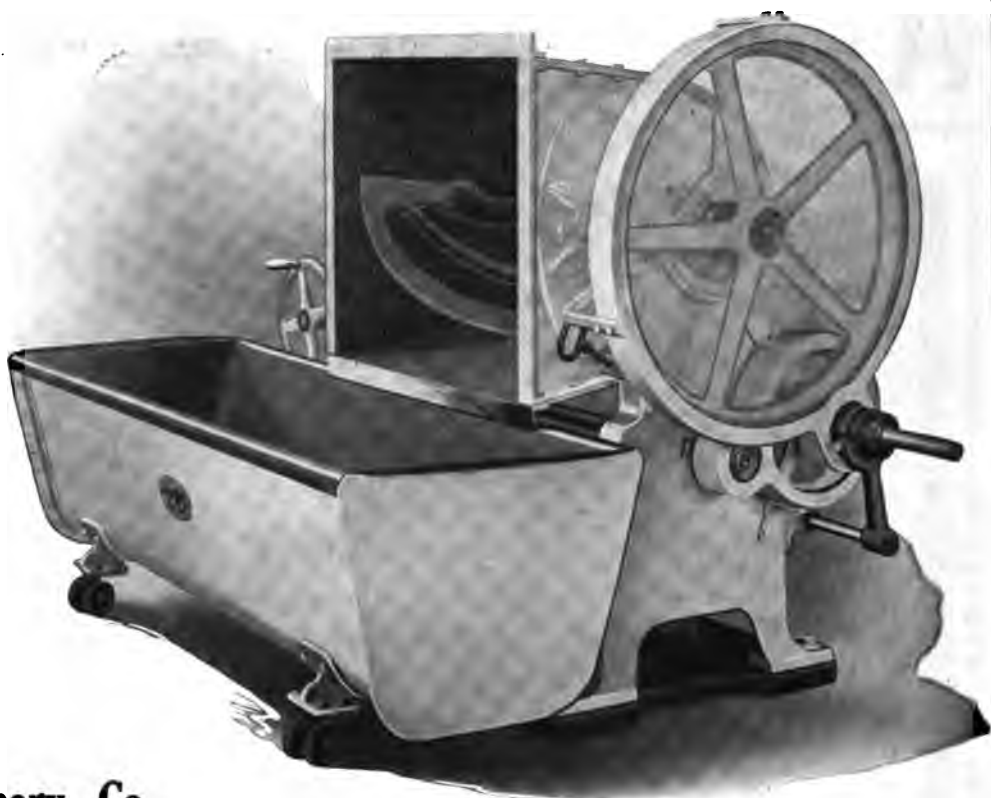
ST. LOUIS, MO.

A

A

"Here is the mixer that has stood the test for twenty-eight years. Has all cut gears. Gears guarded to comply with laws of each state. Substantially built. Made in sizes from $\frac{1}{2}$ to 10 bbl. size, both belt and motor driven types.

Have records of Champion mixers being in actual service for twenty-five years. Write for list of users in your vicinity. Prices quoted on request. If motor drive desired, give motor specifications which you can obtain from your Electric Power Co. Manufacturers of complete line of machinery for the Bakery."



Champion Machinery Co.

Joliet, Illinois

Chicago Representative: H. M. BACHMAN

Room 231,

175 W. Jackson Blvd.

Rockwell's Time-Tested Bakery Machinery

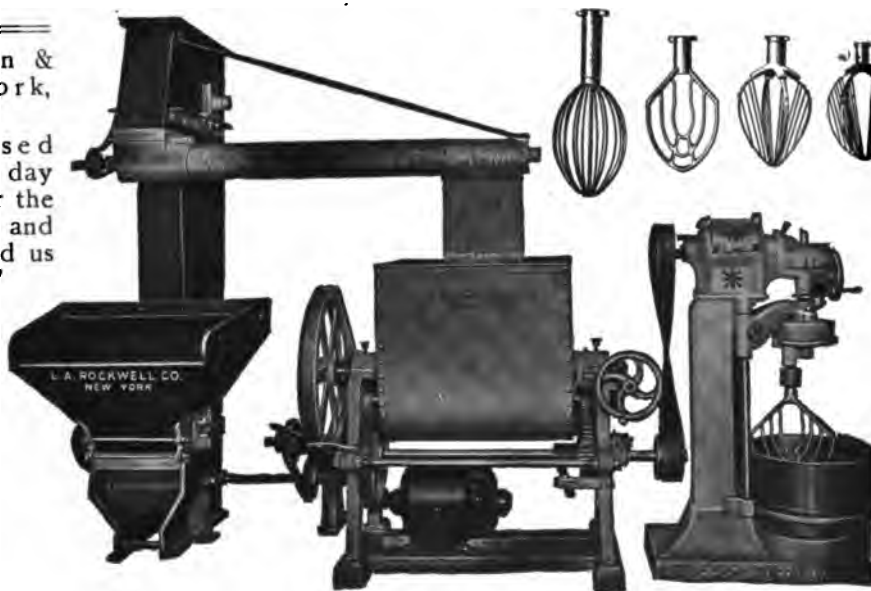
BUILT BY THE OLDEST ESTABLISHED MANUFACTURERS IN THE UNITED STATES

ESTABLISHED 1876

S. Cushman & Sons, New York, N. Y., write:

"We have used this machine day and night for the last two years and it hasn't failed us a single day."

20 Rockwell Dough Mixers
in use by the
Shults Bread Co.



Robt. A. Johnston Co., Milwaukee, Wis., write:

"Your Sifter is feeding two large mixers and it gives excellent satisfaction. We would n't part with it for twice its cost."

What others have to say about this machine mailed upon request.

ROCKWELL'S ORIGINAL COMBINED SIFTER, ELEVATOR and FEEDER

Patented March 2, 1910

Buy the Original and Avoid a Lawsuit

ROCKWELL'S RELIABLE DOUGH MIXER

Simplest and most durable machine on the market to-day.

All machines equipped with our Safety Lever for releasing the power on the blade immediately in case of accident to the operator.

EXCELSIOR CAKE MACHINE

Bronze bearings throughout.

Guaranteed to do better and quicker work than by hand or with any other machine.

COMPLETE FLOUR HANDLING SYSTEMS OUR SPECIALTY

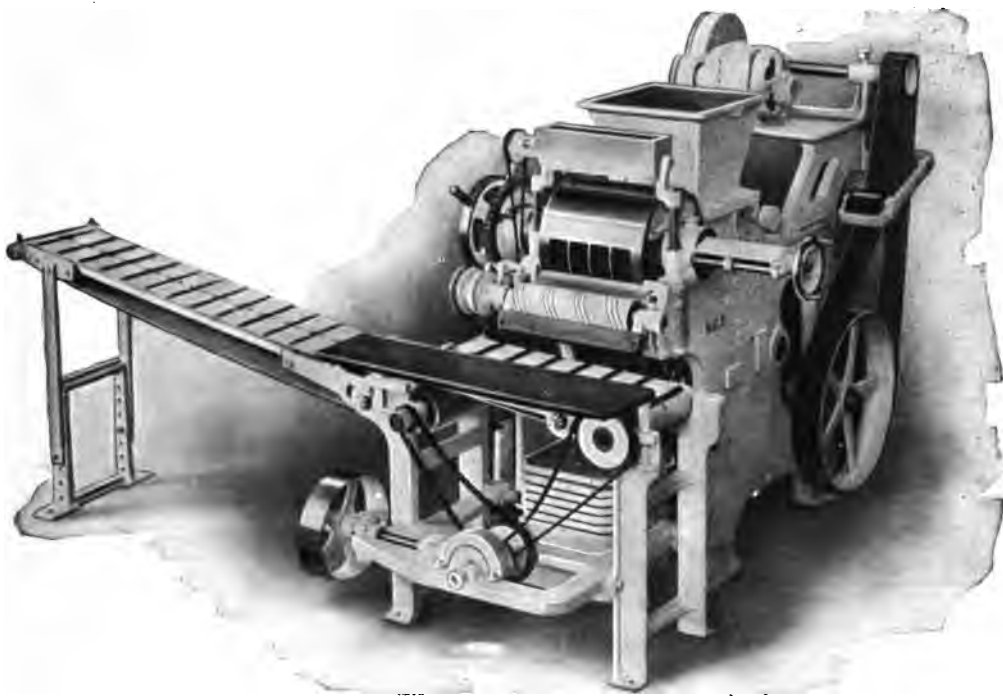
FOR INFORMATION AND CATALOGUE WRITE TO

L. A. ROCKWELL CO.

Formerly Fowler & Rockwell, 430-32-34 Smith St., Brooklyn, N. Y.

Manufacturers of Complete Line of Bakery Machinery

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Summer Heat and Bakers

Men in "fine fettle" working under conditions which promote and keep them in good humour, mean bigger, better profits.

Summer heat and the monotony of hand work are not conducive to most profitable production.

They induce carelessness and inaccuracy which means waste.

A DUTCHESS Automatic Dough Divider will eliminate this, and will be for you a reliable, unfailing servant, accurate, efficient and untiring *in all seasons* and will make work in your shop a pleasure.

Hundreds of bakers are enjoying the profits produced through the use of these machines—so should you.

"Our Sales Tell The Tale!"

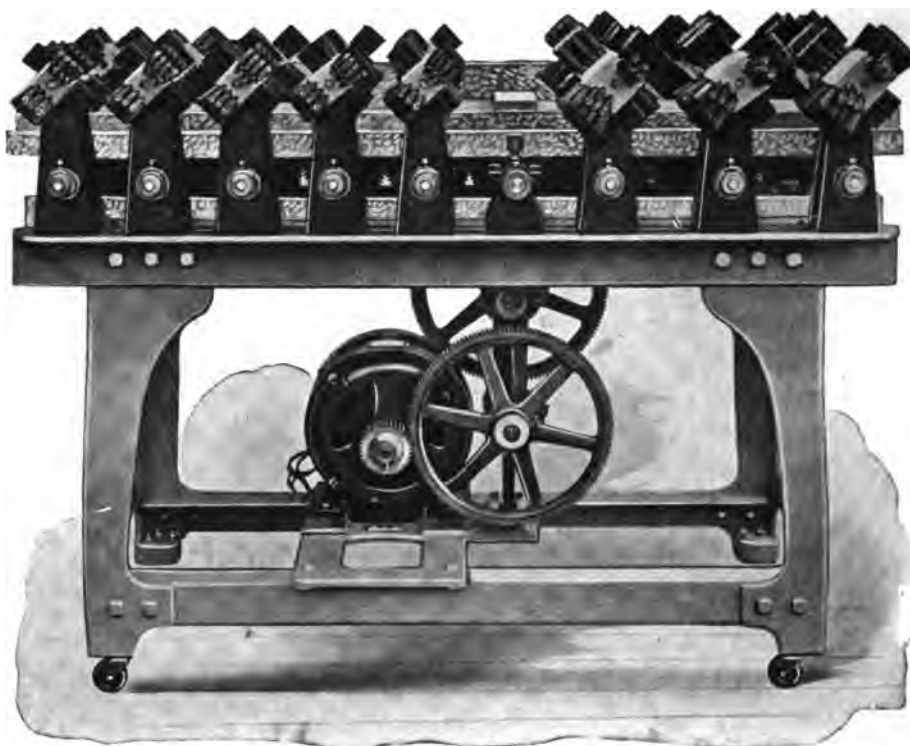
DUTCHESS TOOL COMPANY
Beacon, N. Y.

The Standard Pan Cleaning and Greasing Machine

is made to clean and grease pans of all sizes and shapes—far superior to hand work—and it saves time, money and trouble. Used in most of the successful bakeries in this country—and the only machine of its kind.

*On this machine one-half pound lard will grease at least 2,000 pans with a **Uniform Perfection** unapproached by any other method.*

When do you want yours?



GOTTSCHALK & CO., Inc., Reedsville, Pa.

WORTH WAITING FOR

MR. BAKER: HOLD UP!!!

Until you see the **PNEUMATIC-STANDARD BREAD WRAPPING MACHINE**. Within a few months we expect to put on the market a Perfectly Constructed Bread Wrapping Machine. It will require less paper than any other machine and at the same time make any form of seal desired. The **Pneumatic Bread Wrapping Machine** will do its work with less waste, greater accuracy, and vastly greater speed than any other bread wrapping machine. You owe it to yourself to find out about this machine before you commit yourself to the purchase of any other bread wrapper.

The Pneumatic name and reputation is your best possible safeguard in purchasing machinery from us and it will well repay you to hold off until we are in a position to guarantee our bread wrapping machine.—
Wait for the best.

PNEUMATIC SCALE CORPORATION, LTD.
NORFOLK DOWNS, MASS.

Boston New York Chicago Kansas City Toronto, Ont. W. & C. Pantin, 147 Upper Thames St., London, Eng.

BAKERS' MACHINERY -



- UTENSILS - SUPPLIES



How About Your Stock of Pans?

If you need bread pans get in touch with us. We make the very latest and up-to-date pans of all kinds and always furnish the same reliable grade of tin plate. The same quality and workmanship that made Jaburg pans famous years ago is built into the pans we sell today.

Bread Pans of Every Size, Style and Shape

No matter what your needs in pans may be they can be supplied from the HOUSE OF JABURG. We are selling entire stocks to many of the largest bakers in the country. Our facilities for handling a big volume of business enable us to quote lowest prices and make prompt shipments.

Made in Our Own Factories

We purchase tin plate conforming in quality and quantity to our own specifications and use only the most durable grades. We have a large factory devoted to the manufacture of pans, and have recently added seven thousand feet of additional floor space to accommodate our business.

Ask for Quotations and Samples

Get first-hand information on pans from the Jaburg Salesman in your territory. If you don't know who he is write us and we shall gladly have him call. Or else take the matter up with our mail order department and you will receive equally good service.

JABURG BROTHERS

10-12 LEONARD STREET, NEW YORK

WAREHOUSES:

1-3 Worth St., New York
14 Leonard St., New York

FACTORIES:

536 Broome St., New York,
and Stapleton, S. I.

**Tear Off
This
Coupon**

**Mail
Today**

To

Jaburg Brothers

10-12 Leonard St., N.Y.

Gentlemen: Please quote us

your best price on the following
sizes and quantities of pans:

Top Inside

Bottom Outside

Depth Quantity

Name

Address City

WOODENWARE - SHOP -



AND STORE FIXTURES



Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

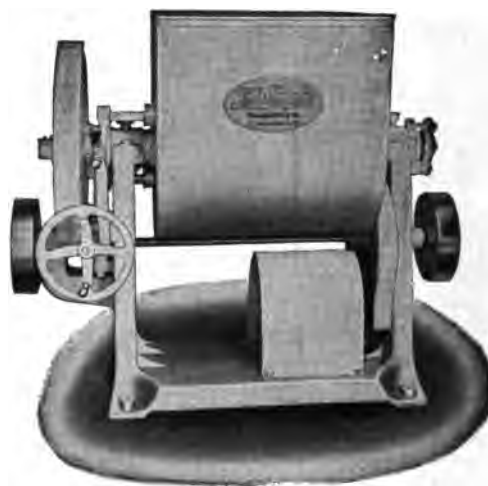
A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

Ask for detailed description and price.

The J.H. Day Company
1144 Harrison Ave., Cincinnati, O.

Here is the Latest Type Triumph Dough Mixer

*Safety First
Friction Drive*



Built in One to Four Barrel sizes.
Finished in Sanitary, White enamel.
Fitted with pulley or motor, gas or
gasoline engine.
Two extension pulleys on motor drive.

To avoid accidents—all gears enclosed.
Mixer can be started or stopped without
shutting off power.
Note plain, simple design.
Uses less power—gives increased yield.
Bronze stuffing boxes. All cut gears.
Motor is covered—is easily cleaned.
One price—no extra charges asked.

*Write today for prices or ask our
Representative*

Place Your Order Now

The Triumph Mfg. Co.

3400-3408 Spring Grove Avenue

CINCINNATI, OHIO

Member National Association of Master Bakers

Hance Gocycles

Strongly constructed vehicles that will appeal strongly to every red-blooded boy and girl, are only one of our large list of sales boosters. Gocycles are the rage in all large cities all over the country, and for that reason



(Patents Pending)
THE
WORLD-FAMOUS
GOCYCLE

Will Boost Your Bread Sales

Don't be satisfied, Mr. Baker, to plug along year after year eking out a meagre existence from your bakery—use our sales boosters and reap bigger profits.

One prominent baker says: "Rush enclosed order for Mexican War W Hoop Games. This is the first winner we have found this year."

He and hundreds of others are making more profit by using our premiums. Why don't you?

Our catalogue, showing numerous plans for developing your business, is free for the asking. Shall we send it?

J. W. Hance Foundry Co.

Westerville, O.

BAKERS Supplies, Tools and Utensils

When you are in the market for supplies, tools or utensils, it is well to consider besides quality the service to which you are entitled.

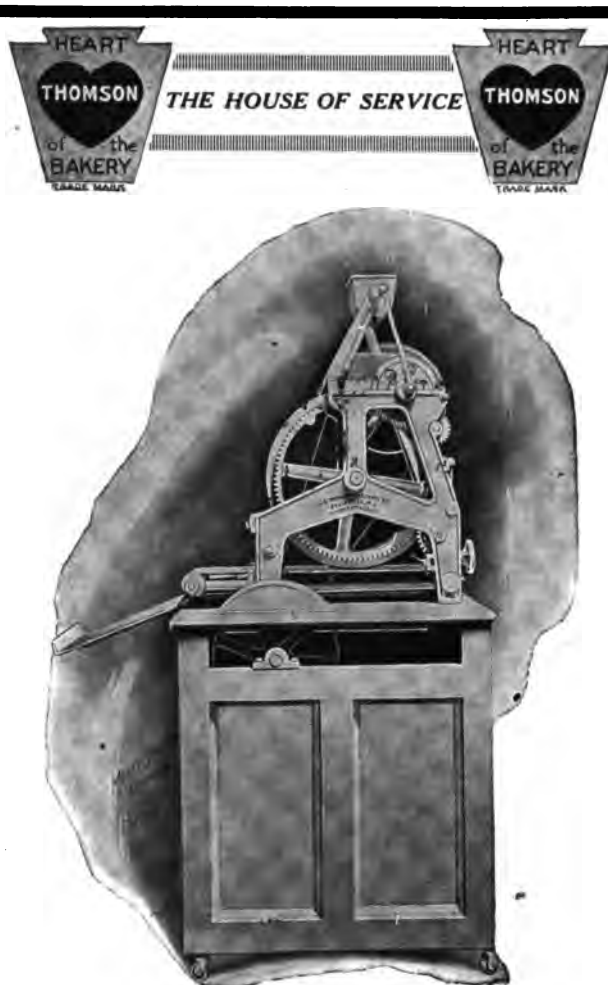
No matter what your wants we can supply you—and the service we extend will make you a life-long customer.

May we have a trial order?

J. W. ALLEN & CO.

110-118 Peoria St.

CHICAGO, ILL.



Mounted on Cabinet for Portable Use

Summer Time is Roll Time

The orders we have received for our **Combination Roll Moulder** indicate that bakers everywhere are preparing for a big Summer rush on rolls. You too should be prepared to handle this increased business with

A Thomson Standard Combination Roll Moulder

This machine is constructed of the best materials and is thoroughly practical in design. It can be furnished in two styles, for mounting on the bench or placed on a cabinet for portable use.

Large Variety—Great Capacity

With this machine you can make many styles and sizes of rolls and at a capacity of 200 dozen per hour. A boy can operate it and the cost is only about \$0.25 for the day's run.

Write Us Today—stating the style machine you want also the rolls you wish to make and we will send full particulars and price at once

THOMSON MACHINE CO.

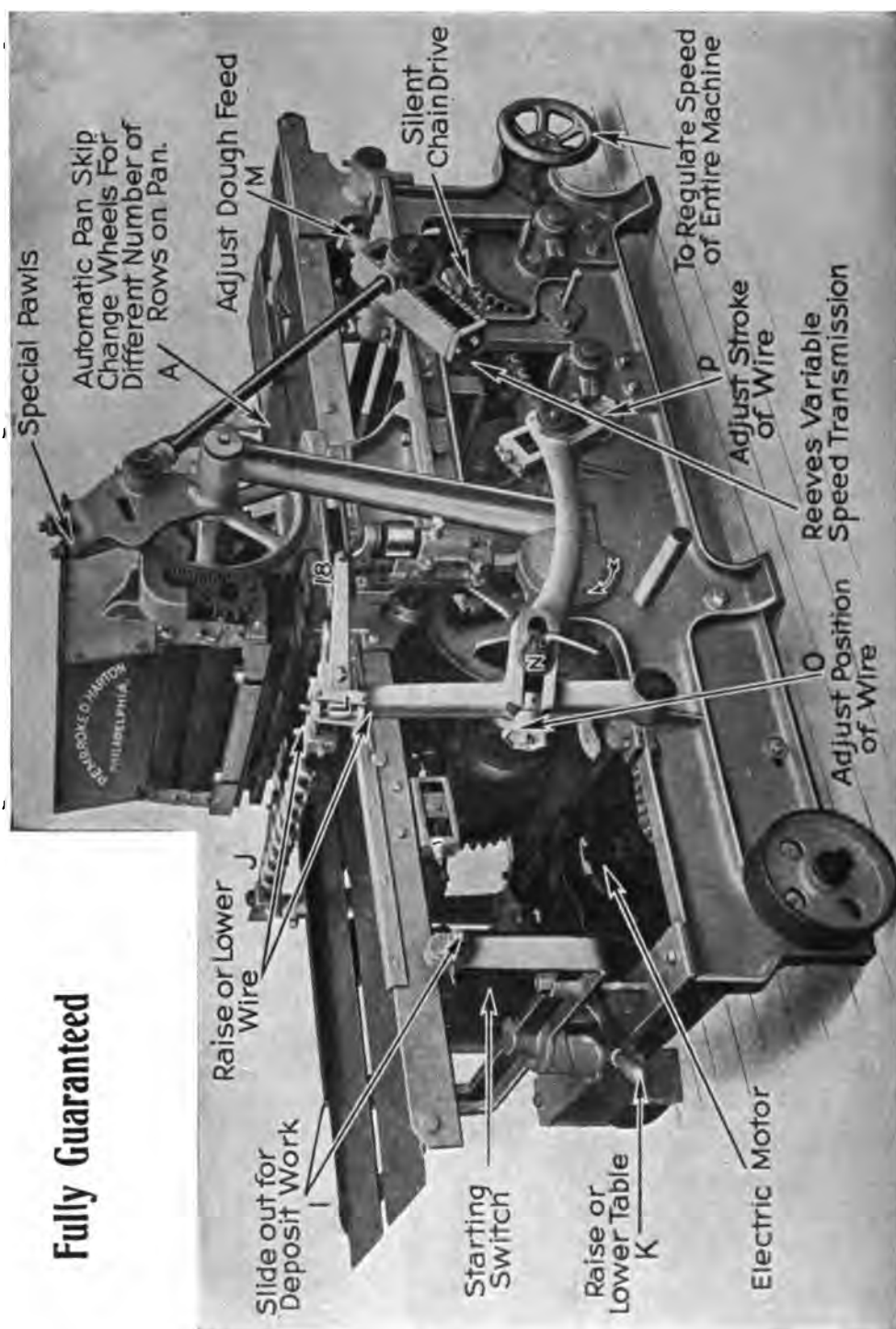
THE HOUSE OF SERVICE

JOHN J. HOPPIN, President

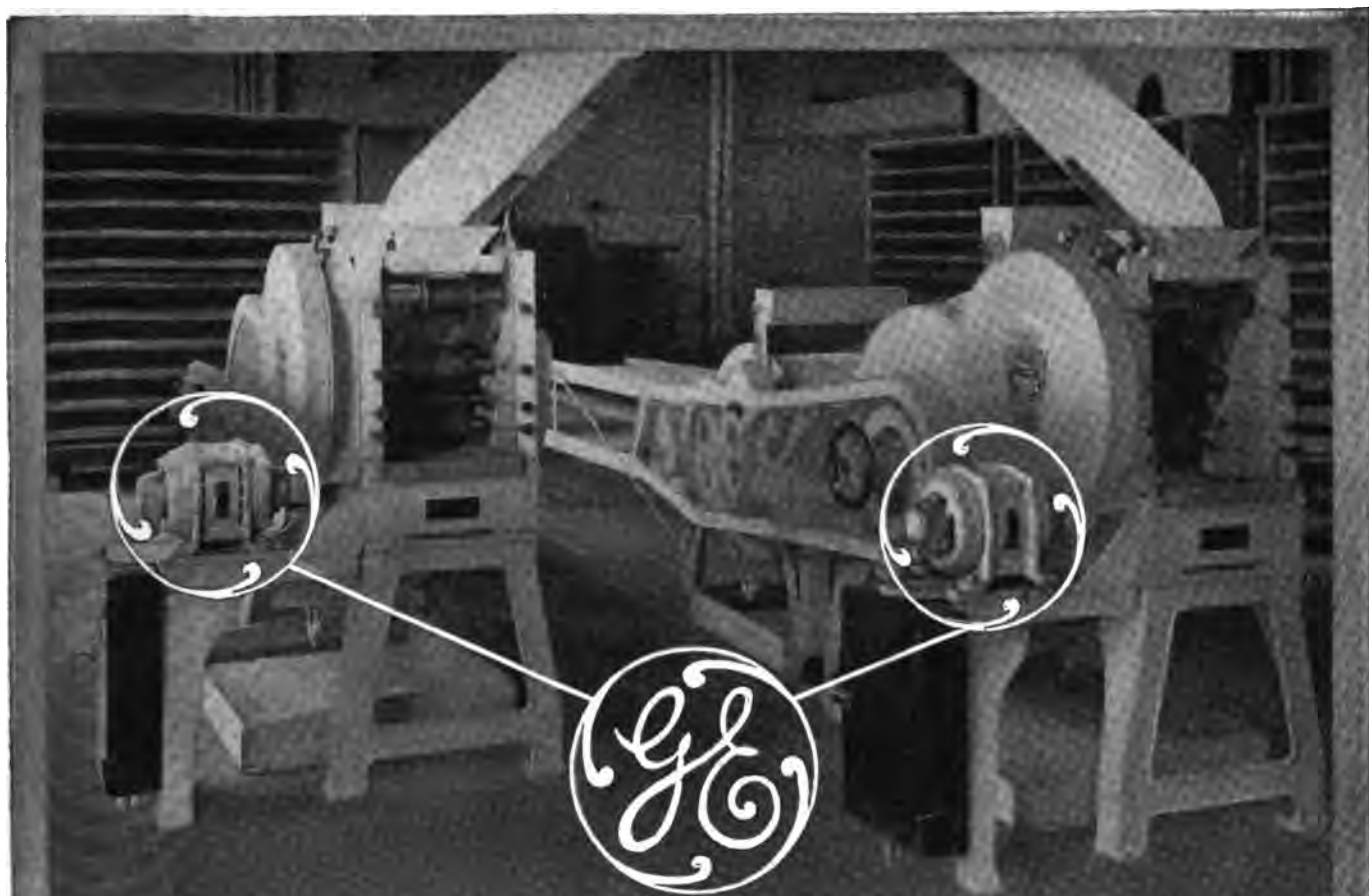
Main Office and Works, Belleville, New Jersey
Largest Manufacturers of Bakers' Machinery, Exclusively,
in America
George E. Gowdy, Southern Representative, 2079 College St.,
Jacksonville, Fla.
Member National Association Master Bakers

The "Harton" 1916 Model SELF-CONTAINED Combination Wire Cutting and Depositing Drop Cake Machine

Fully Guaranteed



Equipped with Electric Motor, Starting Switch, Reeve's Variable Speed Transmission and Morse Silent Chain Drive
Pembroke D. Harton Co. **BISCUIT MACHINERY AND OVENS** **Phila., Pa.**
 "Modern Ideas in Machinery"



“Everything White”

is a modern bakery idea made possible by the electric motor.

With electrically driven machinery you obtain a minimum of belts, shafting, and exposed moving parts. The machinery can be put just where you want it—for the purpose of convenience, saving steps and keeping the place clean.

You can start or stop electric motors from any point in the shop. You thus economize time, avoid accidents, and prevent the confusion and losses which occur when the material piles up in front of any one machine.

Insist on G-E motors when you buy your new machine.

Your present machine can be easily changed to electric drive. Ask our nearest office, or any of our 2500 G-E Motor Agencies.

General Electric Company

General Office:
Schenectady, N. Y.



Sales Offices
in All Large Cities

6249

THE BEST IS THE CHEAPEST

WERNER & PFLEIDERER CO.

SAGINAW, MICH., U.S.A.

PHILADELPHIA

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BAKERY EQUIPMENT

OVENS MACHINERY

BAKERS REVIEW

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SIX BIG CONVENTIONS

Reported in This Issue—Tri-State, Trans-Mississippi, Pennsylvania, New York, New Jersey, and Pacific Northwest

Tri-State Convention and Exhibit at Toledo

The fourth annual convention of the Tri-State Master Bakers' Association, which was held in Toledo, Ohio, June 6, 7 and 8, was not as successful as the previous meetings of this organization, only about 200 bakers being in attendance, but a great deal of interest was shown, and the exhibition of bakers' machinery appliances and supplies was a really attractive feature.

THE NEW OFFICERS

W. F. Geller, of Fort Wayne, Ind., was elected president of the association to serve during the ensuing year; Hector Urquhart, of Springfield, Ohio, is the new vice-president; W. G. Hubbold, of Cincinnati, Ohio, is secretary, and W. A. Thomas, of Auburn, Ind., is treasurer.

It was decided to hold the 1917 convention at Cedar Point, Ohio, which is located near Sandusky and is one of the great summer resorts of the central West.

The following concerns were represented at the exhibition in the Terminal Auditorium:

THE EXHIBITORS

American Bakers' Machinery Co., St. Louis, Mo.
American Box & Crate Co., Louisville, Ky.
American Bread Wrapping Co., Chicago, Ill.
American Diamalt Co., Cincinnati, Ohio.
American Oven & Machine Co., Chicago, Ill.
Armstrong Cork Co., Pittsburgh, Pa.
Atmore & Son, Philadelphia, Pa.
Battle Creek Wrapping Machine Co., Battle Creek, Mich.
Berlin Mills Co., Portland, Maine.
Bennett Oven Co., Battle Creek, Mich.
Bradford & Co., St. Joseph, Mich.
Bryan Show Case Co., Bryan, Ohio.
Cabell Co., Baltimore, Md.
Century Machine Co., Cincinnati, Ohio.
Corn Products Refining Co., New York.
Cruver Manufacturing Co., Chicago, Ill.
J. H. Day Co., Cincinnati, Ohio.
Diamond Crystal Salt Co., St. Clair, Mich.
Fleischmann Co., Cincinnati, Ohio.
J. B. Ford Co., Wyandotte, Mich.
E. B. Gallagher & Co., Detroit, Mich.
Gottschalk & Co., Reedsville, Pa.

S. Gumpert & Co., Brooklyn, N. Y.
Harter Milling Co., Toledo, Ohio.
Hayssen Manufacturing Co., Sheboygan, Wis.
Hirsch Bros. Co., Chicago, Ill.
Hobart Manufacturing Co., Troy, Ohio.
Hubbard Portable Oven Co., Chicago, Ill.
Edw. Katzinger Co., Chicago, Ill.
Koenig-Keller Co., Lancaster, Pa.
Lakeside Biscuit Co., Toledo, Ohio.
S. O. Lindeman, Richmond, Va.
Lockwood Manufacturing Co., Cincinnati, Ohio.
Joe Lowe Co., New York, N. Y.
Lynn-Superior Co., Cincinnati, Ohio.
August Maag Co., Baltimore, Md.
McNaull Auto Tire Co., Toledo, Ohio.
Malt-Diastase Co., New York, N. Y.
Middleby-Marshall Oven Co., Chicago, Ill.
National Milling Co., Toledo, Ohio.
Natural Dry Milk Co., Chicago, Ill.
Normolair Co., Winston-Salem, N. C.
Peerless Bread Machine Co., Sidney, Ohio.
Peerless Wire Goods Co., Lafayette, Ind.
Pillsbury Flour Mills Co., Minneapolis, Minn.
Read Machinery Co., York, Pa.
Refrigerating Engineering Co., Toledo, Ohio.
C. Schindler Advertising Specialties Co., Toledo, Ohio.
Schulze Advertising Service, Chicago, Ill.
Simplex Wrapping Machine Co., Fulton, N. Y.
Thomson Machine Co., Belleville, N. J.
Union Sanitary Rack Mfg. Co., Albion, Mich.
Union Wrapping Machine Co., Joliet, Ill.
Waterproof Paper & Board Co., Cincinnati, Ohio.

FIRST DAY'S SESSION

The first session was called to order by President E. D. Strain, of Battle Creek, Mich., after which C. G. Lawton welcomed the convention to Toledo. W. S. Sheill, of Detroit, responded. Then the association adopted a new constitution and by-laws, which were submitted by the executive committee.

The first address of the session was delivered by Julius E. Wihlfahrt, of New York, on "Bread-Making Methods."



RICHARD CUNNINGTON

W. A. THOMAS

W. F. GELLER, President

C. R. RUSS

W. G. HERBOLD

Some of the Officials of the Tri-State Association

QUESTION BOX

The Question Box brought out some interesting discussions, including the following, regarding the question: "What is a just per cent. of profit for a wholesale baker?"

Robert M. Bryce, of Indianapolis, said:

The wholesale bread baker should be satisfied with 25c profit on a barrel of flour baked into bread. That means 25c a barrel profit—after he has paid six per cent. interest in the money invested in the business, has taken care of the property, paid salaries, and allowed for depreciation—is a good profit. In a small wholesale bakery perhaps the man does not figure salary for himself or any of the children who may help him. Some families all help. I think that if the bakers here will figure out their expense as has been stated they will find their profit nearer 25c a barrel than one dollar.

THE USE OF SHORT PATENT FLOURS

Another question was: "Does the use of short patent flours pay the wholesale baker?"

A. Baumann, of Lancaster, Ohio, said:

"I am in my seventy-sixth year, and have been in the baking business over fifty years. It is only within a few years that we have used short patent flour, and we think it pays. We are using the finest flour that is made and in the last two years we have succeeded in more than four doubling our bread business. We do not try to make a larger loaf than other bakers, but we do try to make a loaf that is better than anybody else's bread, and we think we can easily afford to pay 60c to 75c a barrel more for the flour we are using. Our bread trade has increased from 600 to 700 loaves a day, to 7,000 to 8,000 loaves a day. We have two new ovens and all new machinery, and we think the short patent spring wheat flour pays better than any we have ever used. It keeps the moisture so that the bread is good after two or three days. We have never taken back a loaf of stale. Our town is over-run with bakers, because we have trained the ladies to buy their bread instead of baking it.

C. F. Stolzenbach, of Lima, then said: The gentleman has brought up something that I think is very important. I really believe that to-day the baker wants worse flour instead of better. He wants whiteness, and when you get whiteness you lose

strength. This year is the first I have tried the patent flour proposition, and I will say it has been anything but satisfactory. If a man does not watch absorption he can get a beautiful loaf of bread, but we must get so much moisture to get a profit, and our experience has been that we cannot do that with short patent flour, and I do not believe you can get the flavor that you do in the next grade below the short patent. When you drive the miller on whiteness, you will lose strength. I think the day will come when the short patent will be cut out.

Mr. Blanton, of Cincinnati, said: The best head miller I ever knew said if you took a low grade and separate it from the patent and put them in paper sacks, when a rat came around he would cut the low grade before the patent.

WEDNESDAY SESSION

The first speaker on the program for Wednesday was S. W. Tredway, of the W. E. Long Co., Chicago, on "Sales Promotion." He was followed by J. J. Hennessy, of Marion, Ohio, who spoke on "Bakery Accounting Methods."

Convention and association efficiency, and the prospects of increasing the association's membership, brought out considerable interesting discussion.

THE THIRD DAY

W. E. Long was the first speaker. He took up the work of the National Association in his usual interesting manner. His paper was thoroughly discussed, after which the election of officers was held with the aforementioned result.

ENTERTAINMENT PROGRAM

On Tuesday afternoon the ladies took a trip through the Lake Side Biscuit Company plant, where each lady was presented with a souvenir. In the evening there was a reception and dance at Terminal Auditorium.

On Wednesday afternoon the ladies went on an automobile trip to the Woman's Building, where luncheon was served. They were then taken to the Toledo Art Museum and Fort Meigs. A moonlight ride on Lake Erie was scheduled for the evening but it was finally decided to substitute a dance.

The First Trans-Mississippi Convention

The first convention of the Trans-Mississippi Master Bakers' Association, held in Omaha, Neb., June 12 to 15, was a success. There was a strong representation of bakers from Nebraska, Iowa, Missouri and Kansas at the various sessions, and every feature was greatly appreciated.

THE NEW OFFICERS

The following officers were elected to direct the affairs of the Trans-Mississippi organization during the coming year:

President, Roy L. Nafziger, Kansas City, Mo.; secretary, Frank Rushton, Rosedale, Kansas; treasurer, Henry Zimmerman, Hannibal, Mo. The executive committee is to comprise the presidents and secretaries of the four State organizations represented in the Trans-Mississippi association.

Iowa re-elected its officers as follows: President, A. L. Larimer, Winterset; vice-president, Leo Mulgrew, Dubuque; secretary, C. O. Schweickhart, Burlington; treasurer, J. F. Brems, Cedar Rapids.

Nebraska's new officers are: President, A. Bakke, Omaha; vice-president, W. F. Fallick, McCook; secretary, E. B. Ransom, Omaha, and treasurer, J. J. Markey, Omaha.

Kansas elected the following: President I. D. Van Meter, Parsons; vice-president, A. Sutorius, Wichita, 2nd vice-president, J. M. Burns, Independence; secretary Frank Rushton, Rosedale; treasurer, William Kienzel, Kensington.

Missouri also elected new officers, as follows: President, Frank Burke, Kansas City; vice-president, Ernest Hohengarten, St.

Louis; secretary, O. B. Durbin, Kansas City; treasurer, Andrew Wank, St. Joseph.

THE EXHIBITS

Schulze Advertising Service, Chicago.—Exhibited various bread brands, Butter-Krust, Butter-Nut, Pan-Dandy, Luxury, etc. William Evans and one representative present.

Central Waxed Paper Co., Chicago.—Samples of waxed paper. R. C. Constantine present.

Koenig-Keller Company, Lancaster, Pa.—Pan-cleaning and greasing machine. Mr. M. D. Koenig attended.

Battle Creek Bread Wrapping Machine Co.—Bread wrapping machine—C. O. Brownell present.

Elevator Roller Mills Co., Columbus Neb.—Sample Blue Seal Flour. Paul Jaeggi present.

C. D. Cooley Co., Pittsburgh, Pa.—Showed illustrations of installations in various plants. P. H. Anthony attended.

J. H. Day Co., Cincinnati, O.—Dough mixer. F. E. Bonney and two representatives.

Bear Brothers Co., Chicago.—Egg products and flavorings. Chas. Bear and one representative.

Waxide Paper Co., Kansas City, Mo.—Bread wrappers. Mr. Lee Histed.

Waterproof Paper & Board Co., Cincinnati.—Zebra stripe waxed paper. C. Eich present.

Updike Milling Co., Omaha.—Samples Updike Flour. W. H. Yohe and 6 representatives.

Middleby-Marshall Co., Chicago.—Ovens. J. Marshall, J. Faulds and 4 representatives.

T. F. Naughtin Co., Omaha.—Bakers' Supplies. T. F. Naughtin and two others.

Champion Machinery Co., Joliet.—Mixer and Beater. W. E. Fay and E. Recht.

Merrell-Soule Co., Syracuse, N. Y.—Samples Milk, Powder, Mince Meats. W. A. Truss and one other.

Diamond Crystal Salt Co., St. Clair, Mich.—Sample Salt. O. R. Hansen and one representative.

Menasha Pt. Co., Menasha, Wis.—Waxed bread wraps. W. A. Brooks in charge.

Omaha Fibre & Corrugated Box Co. Omaha, Neb., and *Eggers-O'Flynn Co.*, Omaha, Neb.—Showed samples corrugated fibre boxes, W. M. Devitt and A. G. Eggers in charge. W. M. Devitt and A. G. Eggers.

Hobart Manufacturing Co., Troy, O.—Mixer. Gus Eichmann and four representatives.

Red Star Compr. Yeast Co., Milwaukee, Wis.—Had a rest room and gave souvenirs. Wm. Clark, J. Lawrence and three others present.

The New Century Machine Co., Cincinnati, O.—Mixers and cake machine. Herbert Hackstedde and J. L. Hawkins present.

The J. B. Ford Co., Wyandotte, Mich.—Sanitary cleaner and cleanser. W. D. Wiley and one representative.

Lockwood Mfg. Co., Cincinnati, O.—Pans. E. F. Lockwood and one representative.

P. Ballantine & Sons, Newark, N. J.—Had a rest booth and gave flowers for ladies. E. O. Lancaster in charge.

Union Sanitary Rack Mfg. Co., Albion, Mich.—Racks and Shelving, present G. P. Griffin.

Hubbard Portable Oven Co., Chicago.—German-American Enamel Front Oven. Arthur Fosdyke and J. W. Hicklin present.

Thomson Machine Co., Belleville, N. J.—Loaf Moulder. F. H. Minges attended.

Russell Miller Milling Co., Minneapolis.—Producer Flour, W. E. Bobb, Wm. Ballinger and two others.

American Bakers Machinery Co., St. Louis.—Divider and Rounder. Ed. Schaumberg and C. B. Burton present.

C. S. Christensen Co., Madelia, Minn.—Chrisco Flour. H. R. Wilkinson present.

Sheffield-King Milling Co., Minneapolis.—Gold Mine Flour. R. A. Thompson present.

The Cabell Company, Baltimore, Md.—Confectioners' and Bakers' Specialties. J. A. H. Andes and one representative.

American Diamalt Co., Cincinnati.—Had a rest booth. Gave souvenirs and flowers. C. H. Van Cleef, F. C. Stadelhofer and one other attended.

The Fleischmann Co., Cincinnati, O.—Had magnificent booth used as a rest room. Gave souvenirs and flowers. A. Tybering, H. Ulery and E. L. Johnston and 5 representatives.

Peerless Bread Machine Co., Sidney, O.—Peerless Moulder. F. C. Black in charge.

Ed. Katsinger Co., Chicago.—Pans. Sid Katsinger, W. R. Butler.

Joe Lowe Co., New York.—Jo-Lo Products. Attended Joe Lowe and 2 representatives.

Union Wrapping Machine Co., Joliet.—Wrapping Machine. Frank Streich, Wm. Elwood.

Hirsch Brothers Co., Chicago.—"Exact" Whip Powder. Lee J. Hirsch, C. Orsinger.

Omaha Master Bakers' Ass'n. Had two booths. Exhibited displays bread, cakes, fancy goods.

Hilker & Bletsch, Chicago.—No exhibit. Just a booth. F. A. Hilker, A. J. Stennken.

Peerless Wire Goods Co., Lafayette, Ind.—Racks, Trucks. C. D. Wiselogel.

Thomas Page Milling Co., Topeka, Kans. and *Fogarty Flour Co.*, Des Moines, Ia.—White Royal Flour, by Jack Fogarty.

Malt-Diastase Co., New York.—Had rest booth, gave souvenirs. Chas. Jungman.

Coast Products Co., St. Louis, Omaha, San Francisco.—Canned fruits. E. D. Eddy, N. F. Cornelius.

New Prague Flour Mill Co., New Prague, Minn. Seal of Minnesota Flour. O. A. Bauman.

Washburn-Crosby Co., Minneapolis, Minn. Gold Medal Flour. Nicely decorated rest booth—gave flowers. Guy Thomas and 7 representatives.

Read Machinery Co., York, Pa.—"3 Speed Cake Machine." J. H. Becker.

Omaha Bakers' Supply Co., Omaha.—Bakers' Supplies. J. J. Singer and 2 representatives



M. HOFFMANN



I. D. VAN METER



R. L. NAFZIGER



P. F. PETERSEN



J. J. MARKEY



J. M. BURNS



J. H. HASTEN



T. F. NAUGHTIN



ANDREW WANK



J. F. BREMS

FIRST DAY'S SESSION

The first day's session was called to order by Chairman P. F. Petersen, of Omaha. After the usual opening ceremonies were indulged Treasurer Fred S. Freund, of the National Association extended the greetings of that body, extending an invitation to everyone present to come to Salt Lake City for the National convention. Then representatives of the four state organizations represented in the Trans-Mississippi Association extended their greetings. M. Hoffman, of St. Louis represented Missouri; I. D. Van Meter, of Parsons, spoke for Kansas; A. L. Larrimer, of Winterset, for Iowa, and Jay Burns, for Nebraska.

The first business address was delivered by I. D. Van Meter, of Parsons, Kans., on "Wholesale Delivery of Bakery Products and Its Expense." This is published on another page of this issue.

The next speaker was F. C. Stadelhofer, of St. Louis, representing the American Diamalt Co., on "Odds and Ends of the Baking Industry." This paper also is published elsewhere in this issue.

THE SECOND DAY

The presiding officer during the second day's session was M. Hoffmann, of St. Louis, president of the St. Louis and Missouri associations. Roy L. Nafziger, of Kansas City, was asked to read the address he delivered at the Columbus convention of the National Association on "Specialty Advertising." This address has already been published in Bakers Review.

The next speaker was B. B. Grenell, general manager of the Chapman & Smith Co., Chicago, on "Cultivating a Money

Farm." This address was an inspiring one, and is published elsewhere in this issue.

THURSDAY'S SESSION

The presiding officer at the third day's session was H. L. Larrimer, of Winterset, Iowa, president of the Iowa association. Harry Boeckenhoff, of Des Moines, Iowa, read an able address on "Profitable Retailing."

The next speaker was Jay Burns, president of the National Association. He delivered an eloquent address on the needs of the National body. Bruce Leffingwell delivered an illustrated lecture on the beauties of the Western Country which those who attend the National convention at Salt Lake City will see.

A PERMANENT TRANS-MISSISSIPPI ASSOCIATION

It was decided to make the Trans-Mississippi association a permanent organization, and Kansas City, Mo., was selected as the meeting place for the 1917 convention.

ENTERTAINMENT FEATURES

The social side of the convention was ably arranged for by the local committee, to whom much credit is due for their good work. On Monday evening while the ladies were being entertained at a theatre party, the men folks were initiated into the Ak-Sar-Ben, a famous organization of Omaha business men.

On Tuesday a shopping tour was conducted for the ladies, and in the evening there was a concert and dance, following the official opening of the exhibition.

On Wednesday the ladies were taken on a sight-seeing tour of the city. In the evening there was a buffet luncheon and entertainment.

Pacific Northwest Bakers at Tacoma

THE third annual convention of the Pacific Northwest Master Bakers' Association, embracing the States of Washington, Idaho and Montana, with British Columbia, and the second annual convention of the Oregon Master Bakers' Association, held jointly at Tacoma, Wash., May 23, 24, and 25, was the most important gathering of representatives of the baking industry ever held west of the Rocky Mountains. The registered attendance of regular and associate members numbered 190, while 65 ladies accompanied the visiting delegates.

NATIONAL PRESIDENT A SOURCE OF INSPIRATION

Among the notable figures in attendance was Jay Burns, president of the National Association of Master Bakers, whose splendid address in which he outlined some of the important purposes which it will be sought to accomplish at the National Convention and, among other things advocated the undertaking of a great advertising campaign for securing to the commercial bakers a larger measure of the 65 per cent. of the business of manufacture still controlled by the housewives, was enthusiastically received. J. E. Wihlfahrt, of New York, also delivered an interesting address before the convention.

The convention was presided over by Donald McPherson, Tacoma, president of the Pacific Northwest Master Bakers

Association. The address of welcome was delivered by Mayor A. V. Fawcett, of Tacoma, and was responded to by H. F. Rittman, Portland, president of the Oregon Master Bakers' Association. The annual address of President McPherson of the Pacific Northwest and Rittman of the Oregon Master Bakers' Association, with committee appointments and communications, in the morning and excellent papers by Wallace McPherson, on "Success in the Retail Bakery," H. W. Loevenstein, North Yakima, on "Co-operation Among Competitors," with the address of Mr. Wihlfahrt in the afternoon concluded the regular program of the first day. Secretary of State I. M. Howell and State Inspector of Weights and Measures Rhinehart were present and addressed the convention on the subject of the Washington bread-weight law, and a spirited discussion occurred, in which opposition to the establishment of arbitrary bread weight regulations was evinced. Mrs. N. H. Coffin, State bakery and deputy pure food inspector, and Mrs. Grace P. Johnson, municipal pure food inspector, also gave talks upon the conduct of their official duties. Mrs. Coffin asked for and was pledged the hearty co-operation of the association in the eradication of offenses against sanitation and cleanliness.

Owing to the fact that Mr. Burns was called home earlier

than he had anticipated, his address was put forward from Thursday to Wednesday morning. This, with exceptionally able papers by H. H. Haynes, "Does it Pay to Make Good Bread?" H. C. Davidson, Seattle, "Mistakes Some Bakers Make;" David Ackerman, Spokane, "Leakage, Loss and Waste in Bakery and Delivery;" W. N. Smith, of Montana Milling Company, Harlowtown, Mont., "Our Mutual Interest" filled up the business session of the convention.

The opening of the Question Box, and the discussion of answers, together with a consideration of the various papers read before the convention, with the election of officers and selection of place of next meeting consumed the greater portion of the concluding session of the convention Thursday morning.

THE NEW OFFICERS

Newly elected officers of the Pacific Northwest Master Bakers' Association are: Wm. Matthaei, Tacoma, president; Albert Jones, Tacoma; David Ackerman, Spokane; Henry Matthaei, Tacoma; Wm. Shelly, Vancouver, B. C., and A. Davidson, Seattle, vice-president; Donald McPherson, Tacoma; F. H. Rittman, Portland; T. Rassmussen, Seattle; H. C. Davidson, Seattle, and H. W. Loevenstein, North Yakima, executive committee; N. F. Burger, Tacoma, treasurer, re-elected; J. Hantzer, Seattle, sergeant-at-arms. David Ackerman, Spokane, was selected as delegate to the National Convention, to be held in Salt Lake City. North Yakima, Wash., was selected as the next convention city.

There was one resolution, presented by Frank H. Rueth, in

which the association voted against the repeal of the mixed-flour law.

ELABORATE ENTERTAINMENT FEATURES

The entertainment features of the convention were upon an elaborate scale and well executed. On Tuesday evening an enjoyable reception was held in the parlors of the Hotel Tacoma, which was convention headquarters, and where the various sessions took place. The musical program was excellent, and included the rendering of the specially-prepared songs, while the evening was concluded with dancing.

Thursday afternoon the convention visited Olympia on the steamers Atlanta and Daily, chartered by the Fleischmann Co., and were welcomed at the Capitol City by Governor Ernst Lister in a 15-minute address. After a banquet given by the Pacific Northwest Master Bakers' Association, the party returned to Tacoma and were entertained at a theatre party by the association leaders.

Thursday afternoon automobiles were provided for taking the visitors to various points of interest about the city, including a trip to the big canning plant of the Puyallup & Sumner Fruit Growers' Association at Puyallup and the Fleischmann Co.'s establishment at Sumner. Over 200 delegates and ladies attended the banquet at the Tacoma Hotel, the concluding feature of the convention, which was a happy and successful affair.

The ladies' entertainment committee carried out comprehensive plans for giving profitable and pleasurable employment of the time of the visiting ladies during their entire stay in Tacoma.

Bakers of the Keystone State at York

THE eighth annual convention of the Pennsylvania Association of Master Bakers came to a close on June 14 with a banquet that was remarkable because of a speechmaking famine that was thoroughly enjoyed by the master bakers, associate members and ladies who participated. Instead of the usual list of long-winded speakers, there were just a few very short talks. Several entertainment and song features were introduced, and they were appreciated, too.

A registration of 226 was reported by Secretary Kley, who stated that about half of this number were bakers.

The convention opened on Monday evening with a reception and dance at the Colonial. Refreshments were served.

The first business session was opened by P. Lonergan, chairman of the Local Committee, who welcomed the convention in behalf of the bakers of York. President Haller then took the chair, after which Mayor E. S. Hugentugler gave the official welcome. Treasurer W. A. King responded in a short speech.

In his annual address President Haller deplored the fact that only 100 bakers out of a grand total of 3,000 in the Keystone State were members of the State organization. He urged concerted effort to the end that 1,000 bakers might become members. In speaking of present trade conditions, the president said:

I believe very strongly that the success of our business depends wholly upon *quality* and *service*, not on *quantity* and *low*

price. Our bakers are making too much *cake* of *poor* quality and making no profit. In fact a great many of us are losing money on our cakes. Why not produce a better line of goods and get a proper living price for our cakes and pies? During the last two years the baking industry passed through one of the most serious and trying periods in the history of the organization. This unusual condition came as a direct result of the European war, causing as we all know by our own experience tremendous advances in all our raw material, and yet, we bakers sell the finished product at the same old price of 4 and 8 cents, some as low as 3½ and 7 cents wholesale, and if it continues a great many of us will go out of business. Can you name a line in the commercial field that has not advanced their prices. Mileage books on railroads, bread and butter at the hotels, laundry, meats, sugar, coal, clothing, oil and gasoline, and in fact everybody except ourselves has raised prices. But it seems to make no difference whether the baker pays \$4.00 or \$7.00 per bbl. for his flour, 43c or 88c for oil, 4½c or 7c for sugar, 9c or 22c for kimmel seed, 10c or 17c for cocoanut. Can any fair-minded and reasonable public expect us to deliver under these conditions?

Treasurer W. A. King reported a balance in the treasury of the association of \$1,008.41, which is a very neat sum. But, as against this balance, \$1,230 was collected from associate members as "contributions" for the entertainment of the convention which, it must be admitted, is quite a "leg-pulling" achievement. It is hoped that this practice will be discontinued by the Pennsylvania bakers.



L. A. KLEY
Secretary



H. W. CRIDER
2nd Vice-Pres.



CHR. GUNZENHAUSER
President



JOEL A. ARNOLD
1st Vice-Pres.



W. A. KING
Treasurer



JOHN HALLER



O. R. READ



B. SCHMIDT



M. S. SULLIVAN



G. W. FISHER

On account of the absence of several of the speakers, Julius E. Wihlfahrt was asked to deliver his address on "Preparedness in the Baking Business," which had been scheduled for the following day. George W. Fisher then read a speech prepared by Harry Meyer, of Columbus, Ohio, extending the greetings of the National Association. Mr. Meyer was unable to get away from home on account of a strike in his plant.

Walter F. Ballinger, of Phila., was also absent, therefore William R. Fogg, representing the same firm, delivered an address on "Refrigeration." Horace W. Crider, of Homestead, followed with a fine talk on "Cakes as a Side Line."

ELECTION OF OFFICERS

The following are the new officers of the association: President, Christian Gustenhauser, Lancaster; first vice-president, Joel A. Arnold, Reading; second vice-president, Horace W. Crider, Homestead; secretary, Lewis A. Kley, Phoenixville; treasurer, W. A. King, Wilkes Barre; new members of executive committee, L. M. Bricker, Lemoyne, Pa., and Fred C. Haller, Pittsburgh, Pa. It was decided to hold the 1917 convention in Pittsburgh.

SECOND DAY'S SESSION

Following the call to order, a telegram of greeting from the Trans-Mississippi convention was read. Albert Klopfer, editor of *Bakers Weekly*, then read a paper on "The Benefits of the Trade Paper to the Small Baker." The next speaker was J. E. Doolin, of the Bakers Reciprocal Exchange, who discussed workmen's compensation insurance. H. Read, president of the Read Machinery Co., told some of "What Machinery Has Done for the Baker," which is published elsewhere in this issue.

THE QUESTION BOX

Several interesting discussions arose from the reading of several questions that had been placed in the Question Box.

The first question was: "Which is best for bread delivery—automobiles or horses?"

The first answer was submitted by Mr. Feetey, of the Auto Car Co., who submitted several interesting facts relating to the motor-vehicle. He spoke from the standpoint of sanitation, efficiency and economy. The general opinion among the bakers seemed to be that, with gasoline under 20 cents, and with a car having a maximum speed of 12 to 15 miles per hour, the motor truck would demonstrate itself to be a valuable utility.

DECIDE TO ADOPT MEMBERSHIP CERTIFICATE

The second question was: "Why should not the Pennsylvania Association of Master Bakers issue a certificate of membership showing that the member stands for the most sanitary and modern ideas in baking?"

This question was answered by Wm. F. Seaman, of Hamburg, Pa., who said:

The chief reason for issuing a certificate of this kind is to inform the buying public of the advantages of belonging to an association of this kind; as I feel even the bakers themselves do not know the many advantages of belonging to this associa-

tion, or we would have every baker in Pennsylvania a member of our association. If the bakers themselves do not see these advantages, how should we expect the buying public to understand the object of these meetings.

I am safe to say 95 per cent. of our customers do not know why we get together annually. I had an experience a short time ago, which made me think seriously along these lines. A cabinet-maker who was sent to my place to install show-cases was telling me that his employer was away to a convention and he said: "I suppose they are getting together to find out how much unwarranted profit they could get out of their product." It made me feel sorry to know that a man of business was giving his time and money for the benefit of his customers as well as his own personal welfare. I explained to him how the bakers' association of which I was a member, met annually to ascertain the most sanitary and modern method of baking; when I was finished, he was more than pleased with the idea, and said: "Well, from now on, when I hear of any business man going away to a convention of his craft, I will know that he is out to learn the most approved methods of his line, and give his customers more than value received over those who are not members of an association of their craft. The value of these certificates being exposed to our place of business, should derive many benefits as well as assuring the buying public that they would get the most sanitary and modern baking from a baker who belongs to an association than from a baker who does not."

On the strength of this discussion the executive committee was instructed to arrange for membership certificates as soon as possible.

A. W. Kley was the next speaker, and he spoke at length on "The Bakers' Home."

It was decided to hold an afternoon session, at which John Price Jackson, commissioner of Labor and Industry, spoke on "Bakery Legislation."

ENTERTAINMENT FEATURES

On Tuesday the bakers and their friends were taken through the big bakers' machinery plant of the Read Machinery Co. at Glen Rock, about twelve miles from York. Autos were furnished, and following the tour of inspection the visitors were provided with refreshments. In the evening there was another dance in the ball room of the Colonial.

On Wednesday afternoon everyone who desired was taken to the plant of the York Manufacturing Co., to see a small-size refrigerator outfit, suitable for bakery use.

On Wednesday evening the annual banquet was held, and enjoyed, as mentioned above.

A great deal of credit is due to the local committee and to the members of the Read Machinery Co. for the excellent program of entertainment that was followed and a vote of thanks was extended to them for their good work.

* * *

Death of Charles W. Kolb

On Sunday, May 28, Charles W. Kolb, vice-president of the Kolb Bakery Co., of Philadelphia, and brother of Louis J. Kolb, died at his home in Mount Airy, a suburb of Philadelphia, following an illness of two weeks of typhoid fever. He was forty-five years of age.

Executive Committee Adopt Program for the National Convention

THE executive committee of the National Association met on June 5, in Chicago and covered a large amount of business in three sessions—morning, afternoon and evening. All members were present excepting Paul J. Stern, of Milwaukee, Wis., and George W. Fisher, of Huntingdon, Pa.

The program for the National convention at Salt Lake was adopted covering two sessions on Tuesday, August 8, an executive session on the morning of Wednesday, August 9, with a concurrent meeting of associate members (held separately); a morning session, open to all, on August 10, and the same on August 11; leaving all of the afternoons with one exception, open for other occupation.

The official train schedule will bring the delegates into Salt Lake at noon of August 7, or thereabouts, so that there will be ample time during the afternoon to get settled in their hotels, attend to the matter of registration and get acquainted. In fact, a special effort is being planned to bring bakers together on the evening of Monday for the purpose of making each other's acquaintance. It is desired that the Salt Lake convention shall not be handicapped by any reserve among members due to non-acquaintance, because it is realized that this year, when the extremes of the country will be brought together, some method must be adopted to break the reserve.

PROGRAM FOR THE FIRST DAY

On Tuesday morning, after the usual ceremonies attendant upon the opening of a convention, the formal reports of officers will be read, and the usual review of the work of the year in the shape of the executive committee report, will be presented by the secretary. The feature of the morning program will be the address of the president, which will sound the keynote of the convention.

What failed to be accomplished on the previous evening, in the way of bringing stranger members together and renewing the acquaintance of old friends, will be effectually accomplished by the plan for the noon luncheon on this first day of the convention. At this blind-pig luncheon to be held in the convention hotel on the pay-as-you-enter plan, regular and associate members will be seated according to a pre-arrangement of tables and names, and nobody will be permitted to seat himself otherwise than as indicated. After all are seated, various other little artifices and pleasantries will be tried out to further accommodate the general object. Also during this luncheon, printed blanks will be distributed among the guests on which may be written questions for the Question Box; the idea being to give early opportunity for considering and preparing these questions.

Anybody who asks a question will be expected to sign his name to it, not for the purpose of publication but simply as a matter of good faith to the committee in charge, who will pass upon the validity and appropriateness of all questions. It is expected that we will have a battery of experts to answer these questions, and that the same question will be passed from one to another of them so that we may get several different points of view, if there is room for a difference.

The afternoon of Tuesday will be devoted to three important subjects, and particularly to their discussion after the principal address has been made. These three subjects are *Ten-Cent Bread*, *Welfare of Employees*, and *Membership*.

NATIONAL ADVERTISING CAMPAIGN TO BE DISCUSSED

On Wednesday morning there will be a report of the legislative committee of the National Association on the preparation made for some of the most important and beneficial work that has yet been performed in this field for the baking industry,

this will open a discussion of this full topic from which it is expected that we will derive a great deal of support from State organizations and suggestions as to the manner of conducting such work. The National secretary will be given an opportunity at this session to bring to the attention of the convention any subject of constructive value which he may consider vital to the progress of the association, and will be given the advantage of having them discussed by the convention; and finally at this session what is perhaps the most vital subject and altogether most needed work for the organized baking industry, will be given a full consideration at the hands of the convention. This is the subject of constructive publicity for the industry on a scale large enough to completely remove the stigma which has been placed upon the industry for many years by careless and irresponsible elements in business life, and some others who have come to consider the baker as a business man without the power of manly resistance. This discussion will be entered into by experts and reports will be made that will lead it into channels of definite value; so that should the convention desire to take definite action, the facts and figures will be there upon which such action might be based.

On this day will be held the much-heralded round-table luncheon for delegates from State and group-State associations, to discuss the proper relations between such associations and the National Association on the one hand, and their relations to local associations, on the other hand; also what can be done and what ought to be done to bring the entire organization of the industry into better correlation for co-operative service. It would not be at all surprising if the Salt Lake convention of the National Association would become an epoch-marking convention. Even though the reforms anticipated may not be inaugurated immediately, if they do come they will date back to the discussion held at this convention.

RAW MATERIAL TESTS AND BOOKKEEPING FOR THIRD DAY

On Thursday morning, August 10, the convention will receive any report from the round-table conference of State delegates which those delegates may wish to bring before it and also any report which the meeting of associate members, held on the previous day, may have to present. In addition to this there will be a paper and discussion on the subject of *Simple Tests of Raw Materials*, which, although it must be to some extent technical, will be conducted as much as possible in the terms of the baker and will be discussed by both bakers and technical men. The



The Mormon Temple in Salt Lake City

tests which will be discussed will be chiefly those of interest to the smaller baker. Following this paper, the subject of *Bookkeeping* and its importance will be discussed by bakers and technical men—not cost keeping but *Bookkeeping*—which invariably leads to cost keeping. Then the election of officers nominated on the previous day will take place, and they will be installed on the following day, so that the last day of the convention will be presided over by the new president. This is an innovation, but it is believed members will think well of it.

SCHEDULE FOR THE FOURTH DAY

On Friday morning we shall probably have an address by a well-known public official who has always been very just and fair in his relations with the baker and who will undertake to tell us what he believes the attitude of the modern baker should be to the public and the public's attitude toward him, with the public executive standing between. There will also be a thorough explanation of what is meant by *maintenance of resale prices* and the effort now being made to establish them in the form of law, by some representatives of the American Fair Trade League of New York City, an organization which for several years has been fostering this legislation. And finally at this session we shall have the opening of the *Question Box* and close the convention with as much shop talk, or talk on any subject related either to the organization or the bakery, as may be desired.

ENTERTAINMENT PROGRAM

In spite of the fact that we are going to Salt Lake City as uninvited guests, the executive committee has found great difficulty in keeping the local entertainment committee within bounds, so that there may be ample time in which to conduct satisfactory business sessions. This, we believe, has been accomplished, and while the ladies will be pretty fully occupied with something to do all of the time, the men will be given attention by the local committee only when they are at liberty to receive it. The governor of the State and the mayor of the city will join in welcoming the delegates. We understand that both of these gentlemen are speakers of distinction. We ourselves expect to provide a baker of equal distinction to reply.

On the evening of Tuesday there will be a special performance at the American Theater with special film pictures, which, it is believed, will interest the visitors from the East. On Thursday there will be an entertainment for the ladies at Pine Crest returning to Salt Lake early in the afternoon and leaving again about five o'clock for the wonderful beach at Saltaire on great Salt Lake. After a bath, a Dutch supper will be served and there will be dancing in the evening. This will give the delegates to the round-table conference ample time to complete their business before anybody will leave for Salt Lake beach.

On the following day it is expected that the session will end promptly at one o'clock, or earlier, and a trip to the copper mines at Bingham has been planned. There will be nothing to interfere with the full enjoyment of this interesting experience by everybody in attendance at the convention.

On Friday, August 11, auto rides in relays will be the order of the afternoon. Members will be given the opportunity to see all there is to be seen in and about Salt Lake City. This is the program offered by the local committee as a final result of our efforts to impress simplicity upon them and we believe it is a very rational program of entertainment, which can be safely coupled with a business convention which we fully expect will exceed in interest and result, any National convention that has been held.

BREAD EXHIBIT

It was decided to hold a bread exhibit, in spite of the fact that Salt Lake City is a long distance from our Eastern bakeries, and that it could not be expected that bread would arrive at the exhibit in the best condition. The committee has received so many letters in favor of holding an exhibit that it has decided to make the best of the geographical situation and to try to overcome the difficulties in various ways, one of which is to group

the bread from different sections of the country in order that the reason for its condition will be at once apparent to the observer. The whole subject was placed in the hands of a special committee, consisting of Harry Meyer, of Columbus, and W. E. Long, of Los Angeles, to co-operate with the local committee to make this feature one of the most interesting things at the convention. The exhibit will probably be held in the main lobby of the hotel in attractive cases that will stand about in the recesses of the arcade. Since the expression of opinion received in answer to an association letter on this subject has been largely in favor of an exhibit for purposes of comparison only without the competitive feature, it will probably be conducted along these lines.

MEMBERSHIP

Until recently we have been assuming that the membership of the National Association was in round numbers one thousand of both kinds of membership, approximately three-quarters being baker members and the other quarter made up of selling members. On recommendation of the membership committee, the executive committee voted to strike off the names of approximately one hundred of these baker members and a few associate members who are delinquent in their dues to the association for two years. It required an unpleasant effort to do this, yet we believe that these members are of no value whatever to the association and it is much pleasanter to consider that we have six hundred in good standing than seven hundred good and bad. Those who now remain upon the books and all members in good standing and desirable in every way, so far as we know.

COST ACCOUNTING

The committee on this subject reported a remarkable interest being shown in it by the membership and it was determined by the executive committee that the association should pursue its interest in cost accounting to a logical conclusion, or in other words, until the effort now being made shall result in some very tangible benefits to the membership and the industry as a whole. Just what the plan will be after the present series is completed (which it will be within the present month), has not been determined, but we shall undoubtedly proceed within a reasonable time with the preparation of forms, and directions for their use, offering opportunity to such members who have profited by the series of letters of general instruction, to apply the principles they have thus learned.

REPORTS FROM CONVENTIONS

Members of the executive committee who have attended conventions of State or group-State associations up to the present time, including President Jay Burns, who has just made the round of far Western States, during which time he organized, with W. E. Long, two local associations, and ended up at the Pacific Northwest Convention at Tacoma, all report excellent prospects for attendance at the Salt Lake convention and assurances that the work of the National Association is being well received in all parts of the country and that members of these organization are looking forward to a closer affiliation with the National Association with the result of increasing the good work to be accomplished by such relations.

J. M. BELL, *Secretary*.

Chicago, June 6, 1916.



Coming Conventions

August 7-11—National, at Salt Lake City, Utah.

October 10-11—Wisconsin Annual.

October 10-12—New England Tri-State Annual, at Portland, Me.

October 17-18—Kentucky Annual, at Paducah.

EDITORIAL

Charles B. Thompson, Editor

Helping (?) the Baker

THE Secretary of the National Association of Master Bakers recently sent to the members of that body a circular regarding "some current advertising that might be helping the baker, but isn't; and why it isn't."

One series of ads referred to in the circular of the Secretary bear no signature other than that of the trade mark of a large bag manufacturing company (a cat in a bag). This concern urges the use of home-made white bread. Admittedly, the advertising is calculated to produce an increase in the consumption of cotton and paper bags, which are the types of containers used for "family" flour. The bag manufacturer does not seem to regard an increase in commercial baking as being particularly beneficial to his business, and he is willing to spend about \$30,000 in an advertising campaign to create sentiment for home baking as against the use of bread made by the business baker. The campaign so far has been clean and dignified, and about the only way to counteract its influence is to conduct a campaign demonstrating the goodness in bakers' bread.

But "another case of advertising derogatory to the baker" is brought to the attention of the trade by Secretary Bell. A certain well-known mill uses a large painted sign to ask the public: "What are you paying for bakers' bread? What does it weigh?" You are not asked to think out the answer: it is supplied in the next line. Here it is: "A 16-oz. loaf of home-baked — bread costs 3½ cents. Use — flour—have better bread. Do your own baking—cheaper bread."

Needless to say, any housewife who has ever stopped to figure the cost of the bread she bakes at home must arrive at one conclusion, viz., under present conditions she cannot bake a 16-oz. loaf of good bread for 3½ cents, or for 4 cents, exclusive of the value of her time. This fact has been definitely proved, and is incontrovertible. Therefore advertising which tends to establish in the minds of the people by misleading statements certain conclusions which are wrong, must be classed as harmful. Furthermore, the mill in question does an extensive business with the baking industry, and its salesmen seem to be willing to accept the trade of bakers; in fact, they even go after the business in the persistent way that some salesmen have. Presumably, the bakers are to accept the statements made in this advertising as notice that their trade is no longer desirable or desired, and that in future they may go elsewhere for their flour supplies; that with the housewife baking "a 16-oz. loaf of home-

baked — bread for 3½ cents," there will be so great a demand for — flour that the supply will be insufficient to meet it; first come, first served, et cetera.

From our knowledge of the members of the baking industry, we venture to predict that they will recognize the preference expressed in the advertising of this mill—for the business of the housewife, with the implied thought that the business of the baker is not wanted.

From the foregoing it may be seen that there are two extensive campaigns "knocking" the products of the bakery. The breakfast food manufacturers have already done a fairly thorough job. But there hasn't been even a peep from the bakers. Why? Are they asleep? With all the "knocking" that has been indulged their business has increased steadily. Does it not seem probable that the trade would take a sudden leap as the result of a nation-wide educational advertising campaign, done co-operatively?

* * *

Let Your Association Advertise You

A FEW of the prominent state bakers' organizations have established a system whereby their members are asked to display in their shops signs showing that they are members of their association, and that the principal object of the organization is to establish "Quality, Purity and Cleanliness." Wherever this practice has been in force it has caused an improvement in conditions, greater prestige for the master bakers' association, and an evident desire among the bakers themselves to improve the conditions under which their goods are made and sold in order that they might be allowed to display the "badge." Of course, these signs are not given promiscuously to all applicants without inspection of their plants, therefore a standard for membership must be adopted. A baker must be a credit to his calling before he is allowed to advertise his affiliation and its object, otherwise his customers would very soon detect the deception, and in time the sign would hold no meaning. We have carefully noted the shops in which the New York State Association of Master Bakers' membership sign is displayed, and in every case they are strikingly above the average. We have spoken to many housewives who say that when they see the motto: "Purity and Cleanliness" on one of the very neat signs distributed by the New York State Association they feel assured that the bakery behind the sign is above the average.

Knowing of the success of the plan in New York State, the master bakers of Pennsylvania through their organization have also decided to issue certificates of membership. As one baker at the York convention put it:

The chief reason for issuing a certificate of this kind is to inform the buying public of the advantages of belonging to an association of this kind. I feel that the bakers themselves do not know the many advantages of belonging to this association, or we would have every baker in Pennsylvania as a member. If the bakers themselves do not see these advantages, how should we expect the buying public to understand the object of these meetings.

I am safe to say that 95 per cent. of our customers do not know why we get together annually. I had an experience a short time ago which made me think seriously along these lines. A cabinet-maker who was sent to my place to install show-cases was telling me that his employer was away to a convention, and he said:—"I suppose they are getting together to find out how much unwarranted profit they could get out of their product." It made me feel sorry to know that a man of business was giving his time and money for the benefit of his customers as well as his own personal welfare. I explained to him how the bakers' association, of which I am a member meets annually to ascertain the most sanitary and modern methods of baking; when I had finished he was more than pleased with the idea and said: "Well, from now on, when I hear of any business man going away to a convention of his craft, I will know that he is out to learn the most approved methods of his line, and to give his customers more than value received over those who are not members of an association of their craft."

The value of these certificates being exposed in our place of business lies in the fact that we should derive many benefits, aside from giving assurance to the buying public that they will get the most sanitary and modern baking from a baker who belongs to an association, rather than from a baker who is not a member.

We hope that every association in the country, including the National, will investigate the possibilities that lie in the association advertising its members. A "sign of a good bakery" should be displayed in the shop of every association member who is worthy of recognition as a good baker; in this way the associations will gain in prestige, and they will advertise their members to an extent worth many times the amount of the yearly dues.

* * *

A Flour Storage Experiment

A quantity of flour made from an average mixture of Kansas wheat was divided into two portions and preserved under different storage conditions for a period of two weeks. The test was made to determine what effect the warmer and more humid weather of the spring months would have on the keeping qualities of the flour.

Sample number one was stored in a dry place at a temperature of from 65 degrees to 70 degrees. Sample number two was kept in an atmosphere slightly more humid and at a temperature of 80 to 85 degrees.

After two weeks the flours were again analysed for soluble solids, soluble protein, and acidity. Gluten balls were made and allowed to soak in water at a temperature of 65 degrees F. until they had fermented sufficiently to lose their firm consistency, and rise to the top of the water. The time was

noted when the ball softened and also when it came to the top.

Baking tests were made on the original sample and on samples No. 1 and No. 2 after storage. The baked loaves of the fresh flour and of No. 1 were the same, no difference was noticeable. The loaf from No. 2 was 14 cubic inches larger than the other loaves and considerably whiter. The texture of the loaf from No. 2 was very inferior to the others, it being coarse and blubbery, there was also noticeable a disagreeable odor on the warm loaf.

The data on the water soluble factors was worthy of notice and is here given:

Original Sample	No. 1	No. 2
Water soluble solids.....	9.34%	9.58% 11.68%
Water soluble protein.....	2.18%	2.18% 3.24%
Acidity094%	.100% .132%

The soaked gluten balls were allowed to stand in water at 65 degrees F. and their behavior noted.

Gluten ball from fresh flour was still firm after 28 hours, showing good condition.

Gluten ball from sample No. 1 was still firm after twenty-four hours, but had begun to soften at twenty-eight hours, and was floating at thirty-two hours.

Gluten ball from sample No. 2 was soft in eight and a half hours, and was found floating at twelve hours.

The conclusion drawn from these tests was that it would be unwise to store flour during the warm weather, except under cool and dry conditions.

P. M. PATTERSON,
Millers' Laboratories,
HUTCHINSON, KANSAS.

* * *

Geilfuss' Message to Southeastern Bakers

CONSIDER the second annual convention of the Southeastern Master Bakers' Association held at Macon, Ga., May 1st to May 4th a very great success. The daily business sessions



A. GEILFUSS

were the greatest, most instructive and most interesting of any I have ever attended. The first convention of this association was such a great success and with such good membership, that it had been the talk of the entire Southeastern States as well as other States. To this we added a large number of new members at our last convention and hope to double same at our next meeting in Jacksonville as the bakers are beginning to hear of the untold benefits derived from attending these conventions, by receiving other men's experience and to mingle with others of his craft, to obtain new ideas. They are also given a chance to take an active part in the work of business advancement, better methods, and more profits. Let each man take notice of his past actions, and see what he has done for the advancement of the baking industry. Has he improved the business with his connection with it, has he done anything in reference to the prejudice in the minds of the public, has he done anything in reference to improvements in his baking conditions and surroundings, has he done anything regarding modern bakery methods, has he done anything to improve the quality of his goods? What has he done in reference to this noble work of ours? By becoming a member of your association, all of the above is in store for the good use of the baker, and benefits that he will derive at the conventions.

I feel that with the new officers and executive committee, who are men with wide and great experience in our work that the bakers in the six States will look upon this association and the coming convention as being of vast importance to their business.

Retail

General information, news and helpful articles of special interest to the Retail Baker and those who desire to keep posted on this branch of the trade.

Association News, Retail Advertising, Business Management and Practical Discussions of Retail Subjects

The Profit and Loss Statement in the Retail Bakery

Eighth of a Series of Articles on Retail Bakery Accounting. Written Especially for Bakers Review by Rudolph Krebs

IN THE first article we showed the profit and loss for a period could be calculated by comparing balance sheets taken at the beginning and end of that period. This is good as far as it goes. The main purpose of accounting, however, is to show not merely whether a profit or a loss was sustained, but how and why it was realized. To arrive at this we need to contrast the expense and profit with the total in-

come. For example, a baker starts in business with:

During the period he has cash sales amounting to \$20,000.00, and in order to make the goods he sells he buys \$10,000.00 worth of merchandise, and spends \$9,000.00 for salaries and other expenses.

In the journal these entries appear as follows:

<i>Cash</i>	<i>Sales</i>	\$20,000.00		\$20,000.00
<i>Merchandise</i>		10,000.00		
<i>Cash</i>			10,000.00	
<i>Salaries and expenses</i>		9,000.00		
<i>Cash</i>			9,000.00	

The ledger accounts will be as follows:

CASH		CAPITAL	
Dr.		Cr.	
Investment	\$ 5,000.00	Merchandise	\$10,000.00
Sales	20,000.00	Salaries and expenses	9,000.00
Dr.		Cr.	
			5,000.00
Dr.		Cr.	
			20,000.00
Dr.		Cr.	
	\$10,000.00		
Dr.		Cr.	
	\$0,000		

A trial balance of the ledger, that is, a list of the debit and credit balances, would show:

	Dr.	Cr.
Cash	\$ 6,000.00	
Capital		\$ 5,000.00
Sales		20,000.00
Merchandise	10,000.00	
Salaries and expenses	9,000.00	
	\$25,000.00	\$25,000.00

The balance sheet would show:

ASSETS	Capital	LIABILITIES
Cash	\$6,000.00	
		\$6,000.00

This, compared with the first balance sheet, shows there has been a gain in the capital of \$1,000.00. In order to ascertain how this gain was made we make up a profit and loss

statement, putting sales on one side and the expenditures for merchandise, salaries and other expenses on the other, viz:

PROFIT AND LOSS STATEMENT		
Sales		\$20,000.00
Merchandise	\$10,000	
Salaries and expenses	9,000.00	
		\$ 1,000.00

In these three small statements we have all the essentials of trial balances, balance sheets and profit and loss statements. Although in any specific instance the items may be considerable in number, the principles remain the same.

Trial Balance December 31st, 1914

	Dr.	Cr.
Capital		\$ 6,961.00
Cash	\$ 8,500.00	
Accounts payable		1,296.00
Sundry debtors	500.00	
Horse and wagon	204.00	
General expense	54.00	
Stable expense	471.00	
Taxes	16.00	
Rent	942.00	
Painting	66.00	
Insurance	112.00	
Advertising	80.00	
Bakery fixtures	780.00	
" merchandise	12,117.00	
" expense	359.00	
" salaries	3,682.00	
" light, heat and power	411.00	
Store fixtures	600.00	
" merchandise	551.00	
" expense	538.00	
" salaries	1,191.00	
" light, heat and power	123.00	
Lunch fixtures	570.00	
" merchandise	4,293.00	
" expense	509.00	
" salaries	1,240.00	
" light, heat and power	348.00	
Store sales		17,274.00
Lunch sales		10,221.00
Wholesale sales		2,505.00
	\$38,257.00	\$38,257.00

Here is a more complete trial balance for a business having counter and lunch sales. In itself it is not of much value as it does not show either profits or losses nor their source. The items in the debit column are of two kinds—expenses and assets—and some of the items are made up partly of one and partly of the other. Thus, cash \$8,500.00 is an asset. The general expense, \$54.00, is an expense item, and bakery merchandise, \$12,117.00 may be partly an asset

(to the extent of goods on hand), and partly an expense item (goods used). The credit side has income, liability and capital accounts. Store sales, \$17,274.00 is an income account. Accounts payable \$1,296.00 is a liability, and the first item in the list, \$6,961.00 is a capital account. The actual value of a trial balance is as a means of checking up the ledger accounts to see that no errors have been made. In order to separate the assets and liabilities from the losses and gains we use the 6-column combination sheet shown below:

<i>Sales</i>			
Store	\$17,274.00		
Lunch	10,221.00		
Wholesale	2,505.00	\$30,000.00	
<i>Gross Profit</i>			
			\$30,000.00
<i>Gross Profit</i>		\$13,374.00	

DEC 31, 1914	TRIAL BALANCE		BALANCE SHEET		PROFIT AND LOSS	
	DR.	CR.	ASSETS	LIABILITIES	DR.	CR.
Capital		\$ 6,961.00			\$3,039.00	
Cash	\$ 8,500.00		\$ 8,500.00	\$10,000.00		
Accounts payable		1,296.00		1,296.00		
Sundry debtors	500.00		500.00			
Horse and wagon	204.00		153.00		51.00	
General expense	54.00				54.00	
Stable expense	471.00				471.00	
Taxes	16.00			8.00	24.00	
Rent	942.00				942.00	
Painting	66.00				66.00	
Insurance	112.00		16.00		96.00	
Advertising	80.00			7.00	87.00	
Bakery Fixtures	780.00		702.00		78.00	
" merchandise	12,117.00		300.00		11,817.00	
" expense	359.00		50.00		309.00	
" salaries	3,682.00			50.00	3,732.00	
" light, heat, power	411.00				411.00	
Store fixtures	600.00		540.00		60.00	
" merchandise	551.00		20.00		531.00	
" expense	538.00		25.00		513.00	
" salaries	1,191.00			18.00	1,209.00	
" light, heat, power	123.00				123.00	
Lunch fixtures	570.00		513.00		57.00	
" merchandise	4,293.00		15.00		4,278.00	
" expense	509.00		50.00		459.00	
" salaries	1,240.00			5.00	1,245.00	
" light, heat, power	348.00				348.00	
Store sales		17,274.00				\$17,274.00
Lunch sales		10,221.00				10,221.00
Wholesale sales		2,505.00				2,505.00
	\$38,257.00	\$38,257.00	\$11,384.00	\$11,384.00	\$30,000.00	\$30,000.00

The first two columns in the sheet, headed "Trial Balance" are identical with those shown in the other form. In the next two columns headed "Balance Sheet" we put the asset and liability items. Cash, accounts payable and sundry debtors are transferred at the full amounts. Part of the \$204.00 charged to horse and wagon account is entered as an asset and the amount calculated for depreciation is put on the debit side of the profit and loss columns (the last two columns on the sheet).

\$54.00 for general expense is placed in the debit profit and loss column. Stable expense is handled likewise. By looking over the taxes, however, we will find that an amount, say \$8.00. While it has not yet been billed a liability exists for that amount, nevertheless. We therefore write \$8.00 in the liability column of the balance sheet and adding this to the amount shown in the trial balance, \$16.00, we get \$24.00, which is an expense for the period and therefore placed in the debit profit and loss column.

Continuing down the sheet we find that \$16.00 worth of insurance which we have paid for has not been used up. We deduct this from the \$112.00 shown in the trial balance, entering the net amount \$96.00 in the debit profit and loss column as an expense for the period.

Even this sheet does not give us all the information we want in the form we want it, although it is very convenient in estimating profits and losses quickly. We therefore make up a profit and loss statement as shown below:

PROFIT AND LOSS STATEMENT 1914 (JAN. 1 TO DEC. 31)

	<i>Merchandise Used</i>
\$11,817.00	Bakery
531.00	Store
\$16,626.00	4,278.00 Lunch

\$ 3,732.00	<i>Salaries</i>
1,209.00	Bakery
1,245.00	Store
	Lunch
\$ 309.00	<i>Expense</i>
513.00	Bakery
459.00	Store
54.00	Lunch
	General
\$ 411.00	<i>Light, Heat and Power</i>
123.00	Bakery
348.00	Store
	Lunch
\$ 471.00	<i>Other Expense</i>
24.00	Stable expense
942.00	Taxes
66.00	Rent
	Painting
	Balance carried down
\$13,374.00	
	<i>BALANCE BROUGHT DOWN</i>
\$ 96.00	Insurance
87.00	Advertising
	Balance carried down
\$ 3,468.00	
	<i>Balance Brought Down</i>
\$3,285.00	

	\$	51.00	Depreciation
		78.00	Horse and wagon
		60.00	Bakery fixtures
\$ 246.00	\$	57.00	Store fixtures
			Lunch fixtures
\$ 3,039.00			Net profit
\$ 3,285.00		\$ 3,285.00	
		\$ 6,961.00	Capital, Jan. 1, 1914
		3,039.00	Profit, Jan. 1 to Dec. 31, 1914

CAPITAL, DEC. 31, 1914 \$10,000

The first section of this statement shows the amount of merchandise used as against the sales. The second section shows, under separate headings, salaries, expense items, light, heat and power, and other expense items. The next division shows insurance, advertising and any other items not strictly a part of the general expense and the last division is reserved for depreciation.

PROFIT AND LOSS STATEMENT FOR 1914 - (2nd, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 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New Jersey Bakers Convene at Newark

The eleventh annual convention of the New Jersey Master Bakers' Association was held on Wednesday, June 7th, at Schwaben Hall, Newark. There were about 50 bakers and 30 associate members in attendance. President Cutter was unable to be present so that Leonhard Metz, of Newark, vice-president of the association took the chair. After the opening of the convention President Gunderman extended the greetings of the New York State Association. Max Strasser and A. E. Plarre also spoke. Secretary Wright's report showed a balance in the treasury of \$270.31.

A most interesting address was delivered at this session by Walter Scheppelman, of New York, on "Bakeshop Regulations and Their Relation to Uniform Products."

Following a number of suggestions made from the floor, the election of officers took place with the following results:

President, Leonard Metz, Newark; vice-president, J. Bickel, of Trenton; secretary, Fred Bohrmann, of Jersey City; treasurer, Wm. Rudolph, of Hoboken.

The selection of the 1917 convention city was left to the executive committee.

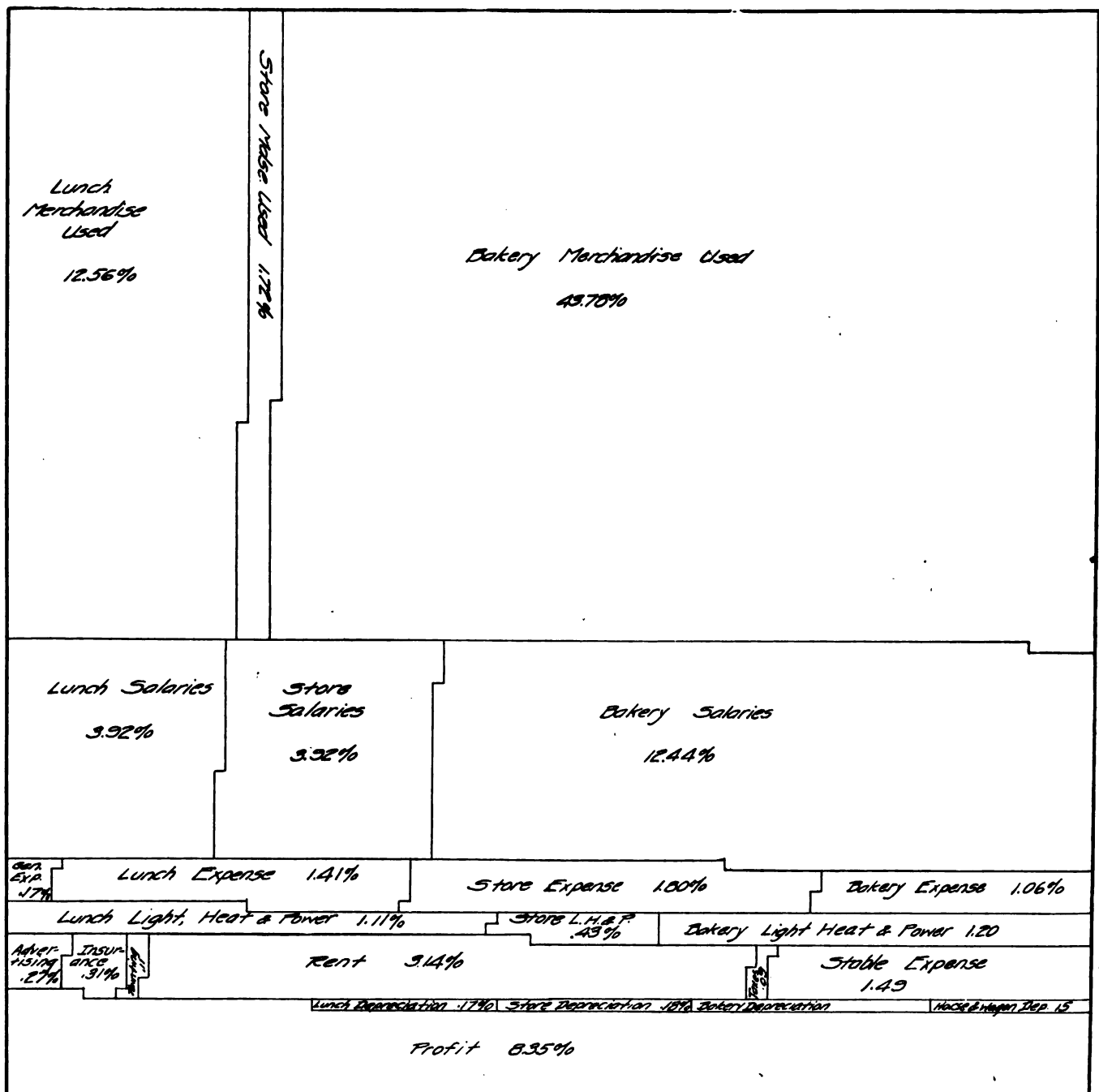
Following the adjournment of the convention there was a banquet for the master bakers and their friends at Schwaben Hall. After the banquet all adjourned to help celebrate Newark's 250th anniversary.

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J. W. JENNINGS has been appointed as special representative of the Kansas Milling & Export Co., for the territory of Indiana, Ohio and Michigan, with headquarters at Toledo. Mr. Jennings is well versed in the flour business, having had some twelve years' experience and was formerly their representative in Texas and Southern States.

* * *

THE Templeton Bakery, of Salt Lake City, are building a new oven, and have contracted for a complete Champion outfit, comprising mixer, flour outfit, divider, rounder, proofer and moulder.



New York State Bakers Meet

The twenty-first annual convention of the New York State Association of Master Bakers was called to order on June 26 in Ebling's Casino, Bronx, New York, by Vice-President Carl Blutau of Rochester, in the absence of President Gunderman on account of illness.

After the usual ceremonies an address was delivered by Henry E. Jenkins, district superintendent of evening schools of the Board of Education, on the subject of "Continuation Work in the Evening Schools." Mr. Jenkins very clearly pointed out the advantages of master bakers sending their apprentices to schools where they could be taught their own trades. He also pointed out the work of the bakers' class at the Murray Hill Evening Trade School, which was going along slowly but in a progressive way.

Following this able address, the roll call of delegates was taken up and found that thirty-six delegates representing ten local associations were present. The reading of the minutes of last year's convention was dispensed with. Owing to President Gunderman's absence his report was laid over until a time when he could present same in person. Secretary Modry then read the minutes of the Executive Board meetings held during the year and especially dwelt on the work of the Legislative Committee which was successful in defeating two important bills pertaining to the baking industry. Chairman Blutau then appointed a committee consisting of Messrs. Strasser and Plarre instructing them to send a telegram of regret to Mr. Gunderman on account of his illness. Treasurer Zink then reported the following receipts during the year: \$2,695.47; disbursements, \$962.05, leaving a balance of \$1,733.42. This report was received with a great deal of enthusiasm as it showed the treasury to be on a sound basis. At this time the convention reported for luncheon; immediately after lunch Mr. Siegel, principal of Murray Hill Evening Trade School delivered an address on bakers' schools as well as general education for apprentices. Following this another official of the Board of Education, John H. Haaren, urged the master bakers of New York City to co-operate with Principal Siegel in connection with the Mur-

ray Hill High School and if possible to take the bakers' course. At this time Borough President Matthewson arrived and welcomed the members and delegates to the Borough of Bronx, in a well-chosen speech. This was responded to by Ex. President Strasser who promised that the privileges extended by the borough president would not be abused. During the response Mr. Strasser dwelt upon the importance of the four hundred master bakers located in the Bronx and im-



MAX STRASSER



A. J. GUNDERMAN

pressed upon the borough president's mind what a factor they are in the local political situation. The next paper on the program was "Box-Cake Making," by Mr. Bachmann of the Fleischmann Company. This address was the first paper giving information on this important subject and those present were well repaid in listening to such an able address, which gave pointers as well as data for making cakes at a profit. This address will be published in full in a later issue of BAKERS REVIEW. At the close, Chairman Blutau called on representatives of the Committee of Local Organizations for reports and they all stated that organization work in connection with their different associations was very successful. There being no further business during this session the Chair called on any one from the floor to speak on the good and welfare of the association. Secretary Bell of the N. A. M. B. responded, the subject of his talk being "Organiza-



tion." He dwelt particularly on the forthcoming convention of the National Association at Salt Lake City. He asked that one or two delegates from the New York State Association be present at this meeting, but this was not acted upon. He also spoke very intelligently on the question of organizations being composed of individual membership and those composed of locals. He stated that at the Salt Lake City Convention this question will be taken up very seriously, and he felt confident that a move in the right direction would be made. Adjournment then followed and members and delegates paid a visit to the bakers' class at the Murray Hill High School. President Siegel and Instructor Schmidt were only too glad to show the guests the workings of this most important educational feature of the school.

Dr. Edward P. McKeefe, of the Department of Agriculture, State of New York, delivered a very interesting address on "Butter Spices and Flavoring Extracts." He was followed by Henry Fluegelmann, attorney for the New York Merchant Bakers' Security Association, who spoke on "Mutual Interest and Protection Rendered by Master Bakers Associations." The third and last address of this session was delivered by Walter Scheppelmann, ex-bakery inspector of Kentucky, on "Bakery Inspection from the Viewpoint of a Practical Baker and State Bakery Inspector."

The Question Box brought about several interesting discussions, which were led by Messrs Strasser, Plarre, Dahl, Kierstadt, Ramsey and others.

In the evening the annual banquet of the association was held. A number of addresses, by important city and county officials were heard.

There were four exhibits in spaces adjoining the convention hall during the period of the convention. The exhibitors were as follows: Jaburg Brothers, New York; Jaburg-Miller Co., New York; Berlin Mills Co., Portland, Maine, and the Union Wrapping Machine Co., Joliet, Ill.



The Lynn-Superior Booth at the Tri-State Exhibit, Toledo

On June 1, J. Brewer took over the position of sales manager of the Leavenworth Milling Co., Leavenworth, Kansas, which has a daily capacity of 1,000 barrels. Mr. Brewer has had some years of experience in the milling business, and was formerly sales manager of the Updike Milling Co., Omaha, Neb.

J. W. Krause, at the head of the Krause Importing Co., recently returned from his initial trip to coast and reports conditions among bakers very favorable. He visited a very large number of bakers and they all report business good. Mr. Krause was very successful in introducing his products to the trade.

Mr. Baker Put on Your Thinking Cap

One progressive baker writes us
that he gets 362 15-ounce loaves
from every barrel of

Spearhead Flour

Another baker writes that he saves two ounces per loaf with **Spearhead Flour**. Another writes that **Spearhead** gives more bread of much finer quality than any other flour—

Think It Over!

Let us tell you how it is done. No trick. It's all in the quality of the flour.

Bernhard Stern & Sons, Milwaukee, Wis.

"The Quality Never Changes"

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Wholesale

Edited especially
for the busy baker
or of large affairs.
News and prob-
lems of the Manu-
facturing Baker.

A General Review of the Wholesale Trade and Discussions of Practical Problems

Factors in the Wholesale Distribution of Bakery Products

*By I. D. Van Meter**

I FIND the question of wholesale distribution of bakery products and its cost rather a difficult subject to handle, because the conditions in each town vary in many ways in the length of hauls, conditions of streets, amount of goods sold and the efficiency of your sales force.

One of the first and most important things to be considered is the question of delivery. Shall one use autos or horses and wagons in towns of from 10,000 to 20,000 inhabitants? I have found in many cities they are using the combination and it is my conviction that it is the best for our town of Parsons of 15,000, a conclusion at which I have arrived through my own personal experience and which I will use as an example.

TAKE ADVANTAGE OF OTHERS' EXPERIENCE

We are young in the bakery business, having been in the field only six years, and have been able to make some little progress through not having been forced to pay the price that some of the boys have paid for expensive experiments with things which were not practical. It has been our endeavor to observe the most successful bakers. We have taken advantage of their valuable and sometimes costly experience and have tried to choose those things which would apply most successfully to us.

We fell heir to a bakery, knowing nothing about the business, through a flour account we extended to two young men who had bought out an old-established firm and were trying to run it without any former experience along that line. Their lack of knowledge, poor management and extravagance soon closed them up and gave us a run-down bake shop and a neglected business in a location far removed from our established grocery and meat market.

Not being able to manage it in that way, and having determined to build up a successful business, we decided to move it to our present location; and to get started right, we went to Kansas City, looked over the largest shops and made a study of methods and equipments; we laid our plans from the most modern and most successful bakeries there. By so doing, we took advantage of the most up-to-date ideas and instead of installing an old-fashioned oven and machinery, which might by this time have to be replaced, we profited thereby and have been amply repaid for the time and money spent in looking around.

We figured if the modern equipment used by the leading bakeries at Kansas City was good enough for them, it was none too good for Van Meter Brothers at Parsons, for ac-

cording to the old saying, "The best is the cheapest," and that which gives the best service and is the most enduring, be it ovens, machinery or equipment, will prove to be the most profitable in the long run.

Right here, I cannot refrain from laying emphasis on the value at all times of visiting other bake-shops, attending these conventions and listening to the exchange of ideas and the experience of others, which abound in helpful suggestions which we carry home and apply with new energy and ambition.

As our business grew, the delivery of our products became a problem. We found that a combination of horses and wagons and auto delivery cars were used in many cities. Horses and wagons for heavy up-town delivering, because the wagons can carry a larger load and a more varied assortment of goods than the ordinary-priced delivery car can accommodate. The driver can make better time by having a larger load to deliver from in the congested business district, he can also be off his wagon and in the store, almost before the team stops and he has probably anticipated the merchant's wants, if he is the right kind of a salesman, and has his order in the basket, ready to deliver. After the team becomes accustomed to the route, they are up and away, when they see the driver returning.

Personally, I would not advise the use of autos for this particular work, for several reasons, although I think it is necessary to have auto delivery to supply the suburban stores in larger cities, that they may have their goods early to meet competition.

In the first place, to have a car large enough to take care of the down-town district, would incur twice the expense of a good team of horses and wagon; also, to trust such high-priced cars to careless incompetent drivers is risky and expensive business, for the man who may be and must be a competent salesman, may not be a good chauffeur and any car needs careful and considerate handling.

HARD TO FIND GOOD SALESMEN WHO ARE GOOD CHAUFFEURS

A man may be an excellent salesman and only know enough about a car, to steer it down the street at break neck speed and bring it to a sudden stop at each place and then start it out just as suddenly. No machinery will stand such treatment; soon the car needs a new transmission or other costly parts; you discharge him and hire a driver who is also a mechanic but he, being no salesman, stops your business about as quick as the other man did your car, and tears it to pieces about as bad. Any good salesman can handle a team of horses because they soon learn the route and by their sagaciousness, nearly drive themselves, while

*Read at the Trans-Mississippi Convention.

cars up to the present time, have not been perfected to that extent and are not as yet, fool-proof.

Cars are more expensive to begin with, and the depreciation is greater while the maintenance with the present high price of gasoline and oil, is about the same as the expense of a team and wagon. The majority of truck drivers soon think they are experts and imagine they should not allow any six-cylinder car to pass them, which may account with their other ill usage, for the general estimate of 33 1-3 per cent. depreciation per year of cars used daily. Please do not imagine I am making a special plea for our old time friend, the horse, or that I am trying to discourage the user of cars. I am only relating my own experience of having to trust my trucks to a number of incompetent drivers in the past few years, who would stand up squarely and assure me they had oiled the different parts, only for me to discover a few days later, that the differential or transmission had not seen grease for an indefinite time. Such men make car usage in small towns where you cannot afford to hire an expert mechanic to look after them an uncertain and costly experiment, for it is an impossibility to be everywhere at the same time, watching all details and it becomes necessary to trust some things to the men whom you hire for that purpose.

I am aware that in the large cities, some of the bakers must have reached a better solution of this problem, perhaps owing to being able to hire more efficient men, having better streets, and enough business to justify hiring one competent car expert to keep a vigilant watch over the drivers and cars. The exact cost of distribution per loaf in different towns under different

conditions, is not easy to figure. We do not pay our drivers a regular salary, only as a guarantee, which is, I believe, the usual custom. We certainly would not be satisfied with a driver who would draw no more than his salary. We are at the present time, paying 7 per cent. on all sales over and above a certain amount estimated by us of what his route should bring in. This is an incentive to the driver, to become a salesman, for increased sales mean money in his pocket, which he can only place there, by properly taking care of the established trade and making every effort to acquire new.

At the present time, we are shipping goods to forty towns, and we find that the cost of shipping will average from 15 to 20 per cent. according to the amount sent, and distance it has to travel. Our city distribution will figure at present, without counting first cost of wagons, around 12½ per cent. The only advantage of shipping over city business is that you have no stale bread returned. This, by the way, is a point which must be carefully watched, for the drivers in their eagerness to make large sales are apt to overload the cases and bring back too much stale bread which will run into large figures, if not properly seen to. Ever since we have been in the bakery business, we have made it a point to check our drivers in and out. This, I believe, is generally done, but I fear there may be some who neglect it, especially in the smaller towns. This is not fair to yourself or driver, for you place temptation in his way and stand to lose yourself, for by stealing, he doesn't need the per cent. offered for increased sales, he loses interest and your competitors are apt to get the business.

* * *

What Machinery Has Done for Bakers

By H. Read*

FEW people remember very long the advantage of an improved machine, or device, whether it be the telephone, electric light, or beating machine; when once established, we become so accustomed to their use, that they are looked upon as necessities, yet these improvements had to meet the opposition of a skeptical public, until they proved their value beyond all question, and then, but not until then, does the new idea or machine get its full use and recognized value.



H. READ

Try to think how many years the baking industry was carried on in the United States, without the general use of a dough mixer. Thirty years ago you could easily have counted the number in the United States; twenty-five years ago the number was still small, but during the last ten years dough mixers have proved themselves a necessity, and the use is general, but I regret to state, not universal. I expect to see the day when it will be compulsory for all bakeries to have the mixing performed by machinery, if for no other reason than that of sanitation.

WHERE AUTOMATIC PLANTS ARE NECESSARY

Taking a broad view of the baking business, and passing by those who have not awakened to machinery, we should consider those who ought to have automatic bakeries. It is easily proven that every bakery with an output of 3,000 loaves

or more per day has a business big enough to warrant the investment in automatic machinery.

A flour handling outfit that will blend two or more grades of flour, and automatically convey that flour to the flour hopper, set over the dough mixer; which automatically stops when the correct weight of flour is delivered; a water tank which will automatically give the required temperature and weight of water desired; a dough mixer which will thoroughly develop the gluten, and turn out a finished dough; and means for conveying the dough to the hopper of the divider, and then automatically pass the same to the rounder, and from the rounder to the proofer.

For years no method was found to take care of the uneven discharge of the dough pieces from the rounder to the proofer, and even to-day lots of the so-called automatic bakeries, have a man or boy, to feed the doughs from the rounder to the proofer, and another person to feed from the proofer to the moulder.

When I first offered, and guaranteed to do this work, automatically, it was boldly asserted by some bakers, and manufacturers of bakers' machinery, that it could not be done. It is to-day an accomplished fact, and the Spacer has come to remain as the connecting link for the automatic bakery.

"What has machinery done for the baker?"

Machinery has done much, that has been appreciated by a few.

Machinery has accomplished more by forcing itself upon the bakery trade.

Machinery can do much that some bakers refuse to admit. And, a lot of bakers are still to be convinced that instead of investing their money in real estate or stocks, they should in-

*Paper read at Pennsylvania Convention.

vest that money in the greatest investment in the world, their own business, for by so doing, they will get from 20 to 100 per cent. return from the actual investment, besides building a business for greater returns.

Does the baker with 3,000 loaves output per day, without automatic machinery, realize that he is holding back his business and profit for not less than 50 cents per barrel of flour? Machinery has come to stay, and if you are going to stay in business, and want to win, you've got to buy machinery.—Don't handicap yourself.

Progress means improvement.

Improvement means a financial obligation or expenditure,

but an increased profit, beyond the possibility of any other investment, and a prevention for labor troubles.

The race in this world is not to the weak and timid, not to the man that expects his machine to last forever.

The good machine to-day may be a poor machine a year from now, for the world is full of progress, and the manufacture of bakers' machinery is still in its fancy.

The day is not far off when the hand-made bread baker will be a thing of the past, and automatic bakeries will be in all cities, towns, boroughs and corners for it means cleanliness, health, economy, safety, less help in the shop, and greater profit to the owner.

* * *

Cultivating a Money Farm

By B. B. Grenell, General Manager of Chapman & Smith Company, Chicago*

SUPPOSE you were the owner of a little eighty acre farm on which you had been raising a good corn crop year after year, and suppose that you suddenly discovered that your land was different from all other farm land. The difference consisted in the fact that the soil of your farm was of a miraculous kind that would raise good crops of *real money*. You could plant copper pennies in the same way you had formerly planted corn; and when the corn stalks reached maturity instead of bearing the beautiful ears of corn they would bear the still more beautiful bright, crisp genuine one-dollar bills with occasionally a five-dollar bill to vary the monotony. And in spots where the soil was particularly rich and well cultivated the



B. B. GRESELL

five-dollar bills were so numerous that they almost crowded out the ones. Now just consider yourself in fairyland and accept this hypothetical case for a few minutes. If you were the owner of such a piece of farm land, what would you do? There are just eighty acres of such land in the world, you own all of it, and there is no more such land to be had. You would use every inch of that land—none would be allowed to go to waste. And how you would cultivate that land! You would study up the most approved scientific methods of farming in order to get every possible five-dollar bill and every possible one-dollar bill which that land could be made to produce. In other words, you would practise *intensive farming*. Intensive farming is possible only to those who will study farm conditions, to those who will learn certain fundamental, underlying principles which must be mastered before real success is achieved. These principles must not only be learned but they must be practised and the student soon learns that when he breaks the rules he suffers; when he follows the rules, he succeeds.

Everyone recognizes that there are laws of nature and certain scientific principles which must be learned and mastered if one is to become successful at farming, but do we recognize that there are rules of business which are just as inexorable? While the farmer has been adopting more scientific methods, business also have been undergoing a great change. During the past twenty-five years business methods have been revolutionized. During this period combinations of capital and so-called "trusts" have been formed in so many different lines of trade that they have had an influence on all business, both big and little. During this time populations have increased enormously and that has meant keener competition and lower profits and

the necessity for a larger and better managed business to produce the same income. Out of all this evolution in business one fact stands out prominently—there are rules in the game of business and the wise and successful business man is one who studies the rules and observes them.

KINDS OF MONEY-EARNING POWER

Did you ever take out your pocket book when you felt particularly rich and classify the different kinds of money? It is quite interesting to note the different varieties such as the Federal Reserve Notes, the National Bank Notes, the Silver Certificates, the Gold Certificates and the old Greenbacks. But what I want to talk to you about this morning is a different kind of a classification of money. Money is acquired according to definite rules and it may be classified according to the way in which it has been obtained. As you walk along the street you come to a place where they are laying new sewer pipes and you see a gang of workmen who have recently come to this country from the southern part of Europe. All such a workman is doing is to fill a shovel with dirt and throw it to one side. But he receives real money for that work—that's what I would call "Muscle Money." Such a man is not paid for brains or intelligence, he is paid merely for his brute strength. Now if you observe that gang of men you will see one or two sub-foremen. They also have shovels and do the same kind of physical work, but in addition to their shoveling they have a certain amount of supervision over a small number of similar workers. Such sub-foremen are paid at a higher rate than the lowest grade of laborers because along with their physical strength they are contributing a small amount of intelligence or brain power in managing others. Such a sub-foreman earns "Muscle and Brain Money." Now after leaving this group of street workers, enter a large office building where one of our large national corporations has its head office—a business which is so large that you or I can scarcely comprehend the figures. If you inquire for the man at the head of the big institution you will probably see a person who is not required to do one stroke of physical labor. Perhaps he looks insignificant, perhaps he is dull in conversation, perhaps you wonder how he comes to occupy that high position. Possibly he comes down to the office late in the morning and after conferring for two or three hours with his various heads of departments, his chauffeur drives him to his golf club. The money he earns is big money, it is what I would call "Brain Money." Through the organization which he has built up and successfully maintained, his personality and efficiency pervades every part of that plant and influences thousands or tens of thousands of employees, many of whom have never seen the man at the head of the corporation. I could make a similar illustration of the brain money acquired by an architect or a lawyer whose accomplishments are achieved more through their brain power as exemplified in their own personal deeds than

*Read at the Trans-Mississippi Convention.

through a large army of workers. Now I have told you of two kinds of money—muscle money and brain money. There is a third kind—"Capital Money." This is the income that comes from invested funds. An idiot who has no brain and who is not capable of muscular effort may have an income from "Capital Money" provided money has been safely invested for him.

BRAIN THE BIGGEST MONEY MAKER

It is surely very clear to you that a man can never expect to make very much out of "muscle money." It is likewise clear that "capital money" will not furnish much of an income unless the invested funds are very large. So the real opportunity for acquiring money in a large way, for achieving a real success in business, is by the means of brain money. Let us apply these principles to the bakery business in a practical way. We will consider the case of a man who operates a small bakery in a rented building which contains an oven. We will assume that he has about a thousand dollars invested, which is his capital, and that he bakes day times and that he hires another man for night baker. The proprietor ought to get out of such a business the equivalent of the wages he would pay some other baker for the actual physical work he does. He also should receive from the business a fair interest on the capital he has invested. At five or six per cent. this would amount to fifty or sixty dollars per year. If you combine what he should receive for his baking work and for interest on his capital, his income is too small and not sufficient to warrant any man in venturing on the uncertain sea of a business career. But the proprietor of such a shop makes more than the two items I have just enumerated—and the rest that he makes is his brain money. It represents the way he studies his business, the quality of judgment which he shows, the way he safeguards and builds up his trade according to the rules of successful business. It is very easy to see that the varieties of success achieved by different men in the same line of business is determined largely by these qualities of judgment, management and initiative. They are the qualities which I roughly characterize as "brains." Someone has said "Success does not consist in doing what nobody else has done, but in doing what thousands of others have done, and doing it *better*."

SOME METHODS BY WHICH BRAIN MONEY IS ACQUIRED

In order to make the application more direct, it may be well to mention in a suggestive rather than an exhaustive way, some of the methods by which brain money is acquired in the bakery business. I have grouped these methods under three classifications—Safeguards—Knowledge—and Inventive Genius.

Under "Safeguards" I would mention first the need for a system that is adapted to a larger business.

As a second suggestion I would mention the need of preventing the thievery of either merchandise or money.

Another "safeguard" which ought to be considered is that of insurance, because a baker by the very nature of his business is more likely to suffer from a fire loss than a man in most lines of trade.

Under the heading of "Knowledge," let me mention first the value of knowing the results of a year's business. This includes the taking of an inventory of merchandise at the end of the year, and it also requires some system of bookkeeping. Every business man ought to know whether his sales are increasing year by year, and even more important, he should know whether his net profits are increasing or decreasing.

As a second item under "Knowledge," please consider the value, or rather the necessity, of knowing what bakery products cost. Any manufacturer who can afford to disregard the actual costs must be making enormous profits, and surely the bakery trade does not come within that category.

Following immediately after "Knowledge regarding Costs" should come "Knowledge regarding Profits" for each line of goods. The only reason for knowing costs is to know profits, and the only reason for knowing profits is to see that there are adequate profits instead of losses.

The best opportunities for a baker to make "brain money" out of his business are through what I would call his "inventive genius." Under this title I would group those qualities which show such characteristics of good management as keen analysis, resourcefulness and initiative.

TO INCREASE SALES PROFITABLY

One of the things that most taxes the skill and the ingenuity of the baker is the endeavor to increase his sales on a profitable basis. Anyone can increase sales at the expense of profits, but it takes a real merchant to thoroughly safeguard his profits while he makes the business expand. Did you ever hear of a baking census? If such a census has ever been undertaken I have not heard of it, but it might be a very interesting experiment. Once in ten years our Federal Government takes the census covering a large variety of subjects and frequently a school district or some other local community takes a census bearing upon one particular subject. What facts do you think would be disclosed if the bakers in some small town were to take a baking census? Of course, such an enumeration could not be accurate, but it might point the way to a larger bakery business. Suppose the census enumerators were to go from house to house, asking the following questions:

1. What proportion of the bread consumed in this house is purchased from a bakery or a grocery store?
2. What proportion of the cakes consumed in this house is purchased from a bakery or a grocery store?
3. What proportion of the pastry consumed in this house is purchased from a bakery or a grocery store?

By summing up the answers secured from all the census takers you could thus secure an estimate as to what proportion of the bread, cake and pastry consumed in that town was bakery made and what proportion was home made.

INCREASING THE BAKER'S BUSINESS

If I am not mistaken, such a census would indicate that many bakers have a wrong idea regarding their competition. It is not the other bakeshop across the street that is the real baker's competition, but it is the home kitchen. If this is acknowledged to be a fact, then the baker's great opportunity for increasing his business is by selling to those people who are accustomed to do most of their baking at home rather than in trying to get trade away from a baker competitor. Forty or fifty years ago it was considered a disgrace to serve bakery bread on the table. To-day public opinion is quite to the contrary and the increase in the proportion of bakery bread consumed has come about principally through the improved sanitary conditions of bread baking and through the improvement in the quality, and through making these facts known to the public. It is by the same process that an increased consumption of bakery cake and bakery pastry will be brought about. Why is it that the best bakery business seems to be in those localities where the better class of laboring people reside and not in those localities where there is the largest amount of wealth? Someone will probably reply that it is because the wealthy people have their own servants and cooks, and consequently do their baking at home. But is there any reason why we should accept the doctrine that the wealthy classes prefer to have their baking done at home? As you look over the newspaper want advertisements, you will find that those seeking domestic servants frequently use the words "No washing." Many years ago the family washing was considered one of the necessary duties of the household servant. To-day it seems to be the custom to exclude such work from the duties of those servants who were formerly expected to perform them. A few years from now I predict that newspaper advertisements for domestic help will quite likely read "No washing and no baking." Such a reform will be brought about by the improvements in the bakery business which have already begun, and principally the improvements in quality. Making a grade of cakes which will appeal to the very best class of patrons and which will bring to the baker a much higher percentage of profit than he can ever make by selling to the laboring classes. Why not sell to the people who have the most money? Why not sell to the people

who will not complain over an increase in price? Why not sell to those people who want the best quality that can be produced, no matter what the price?

MUST EMPHASIZE QUALITY

The baker will still cater to those people who look most closely at the price, but while the baker holds all of the business he now has he will make a big advance in his sales and profits by also catering to the people who have bought the least from the bakeshop in the past. When the principal emphasis is placed on the best quality rather than upon the lowest price, the keen competition between different bakers and the difficulties of advancing selling prices in proportion to the increased cost will gradually disappear. And the bakery industry will be established upon a firmer foundation than ever before. We are living in a country and in an age of luxury. Thousands of people who were poor are becoming rich, and the extravagance of luxury is something marvelous. Thousands of people are constantly looking for something better or for something new, regardless of price. We see the results of this extravagance in all lines of trade. Is the baker making the profits to which he is justly entitled from this class of people? If he is not, isn't it worth trying?

In conclusion, let me say this. You are engaged in a great industry—you have a worthy calling. To a certain extent the baking industry nourishes and sustains the nation. Consequently a heavy obligation of patriotism rests upon you to perform your task conscientiously and thoroughly. Your failures can bring sickness and weakness and death; your successes can produce strength and virility.

My subject looks at the other side—what a baker owes to himself and to his family. Is your bakery providing for you and your family a good living this year? With the constantly increasing cost of living will it furnish you a good living next year and the years that follow? Besides making a living out of your business, are you making enough to turn something every year into permanent investment in order to provide for possible sickness and old age? If you are not doing all of these, would it not be a good plan to analyze your business possibilities and to ask yourself this question—"Am I getting out of my business the amount of brain money I ought to make?"

The baking industry is a money-farm. Its problems need to be studied carefully and scientifically, the ground needs to be thoroughly cultivated. When this is done and the Harvest Time comes, the reward is a bountiful crop of money.

* * *

Right to Charge an Advanced Price Without Notice to Customers

In these days of rapid and unexpected advances in all commodities, the following case should strike a responsive chord:—

Columbus, Ohio.

For several years I have been dealing with a firm of Cleveland, Ohio, jobbers, buying the general line, among which is a line of staples, on which the price has not varied in a long time. For as long as I can remember the price has been the same, \$1.75 per dozen, f. o. b. Cleveland. The last order which I placed was placed as usual with the salesman who calls on us regularly. He said nothing about any advance in price, but advised me to increase my order, as the market might advance. He said, however, that he did not expect it to advance in the near future.

The goods were duly received and also the bill. I did not have time to check the bill up for a few days, and found then that the price on the line of staples I refer to had been advanced nearly 25 per cent. without notice to me. I took the matter up with the firm, but they refused to adjust the matter, saying that all wholesalers had advanced the price. It was too late to send the goods back because I had used some of them. I wish to know if I am liable for the advanced price, as I was charged same without notice.

E. R. K. & Co.

As I said before, this is vitally important just at this time, because all kinds of commodities are advancing, and the chance is that many more readers of this department may encounter this problem.

Whether a buyer who places an order relying upon a price previously quoted him, is responsible for a higher price, no notice of the advance having been given, depends on several factors.

First, what is the seller's method of doing business? Many manufacturers and jobbers print on all their business stationery and their order forms a line reading: "All prices subject to change without notice." Any seller who has put this wording on his stationery, if it is conspicuous, can raise his prices without notice to a buyer, and if the buyer places an order without inquiring, and afterwards finds the price higher, he must pay it if he keeps the goods. He can of course return the goods but must do so promptly.

Even if the seller does not use the notice referred to, it may be a custom of the particular trade to advance prices without notice. If this is so, the buyer is bound by it and could not object to an advance without notice.

If the seller has not adopted the blanket notice, "all prices are subject to change without notice," and there is no custom of the trade about it, then in my judgment, he could not advance the price without notice. Perhaps I should qualify that. If the buyer had been buying a certain thing regularly every week or every month, and the price had for a considerable period been stationary, then it would be the duty of the seller, before filling the current order, to get confirmation of it at the advanced price. If he shipped the order and it was taken in and used by the buyer before the bill was sent, the buyer, in my judgment, could refuse to pay more than he had paid before.

This same question was asked me some time ago by a retail merchant who had bought some goods and had found the price higher than he had paid the last time. Inquiry demonstrated that the order on which the price had been advanced was the first for over two months. The price two months before had been so much, and the buyer expected it to be the same as his last order, and did not inquire. It proved to be 33 1-3 per cent. higher when the bill came in. The buyer had to have the goods quickly and he therefore used them, but objected to the charge. I advised him that his objection was not well founded. Where goods are bought *infrequently*, there is no connection between the transactions, and it is decidedly incumbent on the buyer to ask the price when he buys. He has no right to assume that it has not meanwhile changed. In such a case the buyer would have to pay whatever the price was.

There is still another factor which ought to be discussed, and it is present in the case cited by the Ohio correspondent, viz., the effect on the situation of a salesman's acceptance of the order without notice—perhaps without knowledge—of any advance. If the salesman has authority to actually accept orders on the spot—his previous conduct would decide this—then the former price governs if he accepts an order without changing the price, even though he didn't know of the advance, as seems to have been the case with the Ohio salesman.

But if the salesman had no authority to accept the order, but simply was to get it and forward it to his firm, they pass on it, then what the salesman did or said has no bearing on the case.

(Copyright, May, 1916, by Elton J. Buckley.)

Biscuit Bakers Convene in Chicago

ABOUT 150 cracker bakers and members of the allied trades took in the annual convention of the Biscuit and Cracker Manufacturers' Association, which was held at the Hotel Sherman, Chicago, June 20, 21 and 22. It was the sixteenth annual convention of that organization, and included many matters of more than usual interest to the members.

One of the features of the meeting was an exhibit of machinery, ovens, supplies and appliances used in the biscuit bakery. The following concerns participated in the exhibit.

Chapman & Smith Co., Chicago—Leighton Jones and B. F. Landt.

The Ed. Long Chemical Co., Chicago—Ed. Long.

Centennial Mill Co., Spokane and Seattle, Wash.—M. Harshman.

S. F. Bowser & Co., Fort Wayne, Ind.—B. F. Martin.

Regensteiner Colortype Co., Chicago—J. C. Hauser and L. Reinhardt.

Oelerich & Berry Co., Chicago—Theo. Maybrun.

Weston Paper & Mfg. Co., Dayton, Ohio.

Natural Dry Milk Co., Chicago, Ill.

B. F. Cummins Co., Chicago—J. W. Blessing.

American Coconut Butter Co., Chicago.—Charles Mongere.

Chas. W. Shonk Co., Maywood, Ill.

Robert Gair Co., Brooklyn, N. Y.

The Franklin Co., Chicago, Ill.—Frank A. Portman.

Davenport Mfg. Co., Davenport, Iowa.

Southern Cotton Oil Co., Chicago, Ill.; H. F. Williamson.

Douglas Co., Cedar Rapids, Iowa—J. Max Widmer, Ph. D.

Eney Shortening Co., Chicago—Summerfield Eney, Jr., President.

Roberts Portable Oven Co., Chicago—Thos. P. McVicker.

Evan L. Reed Mfg. Co., Sterling, Ill.—Evan L. Reed.

E. S. Gabriel Machine Co., Indianapolis, Ind.

G. A. Reuter, Chicago, Ill.

Shoaf Cutter Co., Indianapolis, Ind.—J. H. Shoaf.

Normalair Co., Winston-Salem, N. C., and Dicks, Slosson Co., Inc., New York, N. Y.—J. S. Slosson, F. L. Slosson and A. H. Bahnson.

THE NEW OFFICERS

Most of the old officers and directors were re-elected. Three new directors were elected, viz: H. W. Stegall, Union Biscuit Co., St. Louis, Mo.; C. A. Bowman, Merchants' Bis-

cuit Co., Denver, Colo.; W. T. Bishop, Bishop & Co., Los Angeles, Cal. The other officers and directors are as follows:

President, Brooks Morgan, Atlanta, Ga.; vice-president, A. P. Strietmann, Cincinnati, Ohio; treasurer, George R. Washburn, Brockton, Mass.; secretary, W. M. Brownell, New York, N. Y.; directors, Alvin V. Thomas, Peoria, Ill.; L. D. Manchester, Sioux Falls, S. D.; Oswald Schmidt, Davenport, Iowa; George R. Washburn, Brockton, Mass.; Wm. D. Morris, Chicago, Ill.; Jno. A. Simeral, Pittsburgh, Pa.; W. M. Brownell, New York; Willard C. Poole, Worcester, Mass.; J. B. Franke, Fort Wayne, Ind.; Brooks Morgan, Atlanta, Ga.; A. P. Strietmann, Cincinnati, Ohio; S. J. Watts, Port Huron, Mich.

The following program had been arranged for the meeting, which was interesting from start to finish:

Program

Tuesday, June 20th, 10.00 A. M.

Open Meeting for Members and Representatives of the Trade. Address of Welcome by the President.

1—Efficient Specifications for Food Products from a Manufacturing Standpoint, Dr. L. M. Tolman, Department of Agriculture.

2—Trade Associations and Better Business Methods, Mr. Jay Burns, Pres. National Ass'n of Master Bakers.

3—Profit and Losses, Mr. W. C. Hughes, Secy. National Confectioners' Ass'n.

4—Humidity and Heat Control, Mr. A. H. Bahnson, Normalair Co., Winston-Salem, N. C.

5—Address, Mr. W. R. Boyd, Jr., United States Chamber of Commerce.

6—Open Forum.

The Chair will recognize any Member of the Trade. Subject limited to 5 minutes.

Adjourn for Luncheon.

AFTERNOON

Executive Session, 2.00 P. M.

Executive Session, 2.00 P. M.

The Biscuit and Cracker Manufacturers' Association.

The Biscuit and Cracker Manufacturers' Company.

Review of the Past Year by the President.

Secretary's Report.

Treasurer's Report.

(Concluded on page 80)



The Attractive Display of the Schulze Advertising Service at Toledo



Showing "Gumpert" Products at the Tri-State Exhibit at Toledo

In The Workshop with the Op- erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

Bake Shop Regulation and its Relation to Uniform Products

By W. Scheppelman, of the Fleischmann Co.

SINCE we are all human and having selected our respective vocations, each setting out to make the best of his calling, I feel that the greatest service we can do a human being is to give him a right education so that it may guide him to a better understanding whereby he may become more efficient, faithful and diligent in his vocation.

Robert G. Ingersoll said: "The object of all education should be to increase the usefulness of man, usefulness to himself and others.

Regulation in a bakeshop or any other business for that matter is the "key" to the whole works and its relation to uniform products depends much upon the manner in which it is applied, why, here's the answer. Regulation means, "The act of regulating or reducing to order; a rule or order prescribed by a 'superior' for the management of some business." Who is the "superior" or the "regulator" in this case? It's you, each one of you master bakers in this convention, you are to your business what the small spring is to a watch, that which regulates its motions by retarding or accelerating them; you are the machine, the brains in your business, consequently if you are not capable of properly regulating your business you nor your employees are capable of producing uniform products, for if you lack the power to regulate you throw off the safeguards necessary around your business, causing mismanagement, lack of system and irregularities which create leaks here, there and everywhere and affords your employees many opportunities to place the blame, irrespective of consequences. The result is you stumble blindly over your own mistakes, finding fault here and there and gradually draining every available source for help yet side-stepping the real cause until it is too late.

Therefore in my opinion the production of uniform products in any bakeshop, *small or large*, depends upon the *ability* of the superior to prescribe a *rule or order* setting forth the necessary regulations to be carried out in the shop to insure uniform products.

There's nothing to it, regulation is uniformity and where both are being operated simultaneously you will find a successful business man. Bakeshop regulation is coming into its own, machinery has revolutionized the baking industry and the introduction of modern methods has not only established the industry on a more solid footing but it has set a precedent in the regulation of them, causing the *rule-of-thumb* man to do one of two things, wake up and become modernized or die a slow death.

SANITATION THE FIRST STEP

The first step in bakeshop regulation therefore in my opinion is sanitation. Whenever and wherever you see a nice clean bakeshop you will see a well regulated one because, sanitation is the beginning of regulation; if they were not regular in their habits of cleaning, the bakeshop would not be clean. In a clean plant must be clean workmen and where this is true you will find a better working class of

men. As I said before we are all human so it would not be well for us to expect something of others that we would not care to have or do ourselves.

Sanitation is healthy, consequently with clean surroundings and clean receptacles for all materials, clean machinery for the mixing and handling of doughs, clean and healthy workmen, its relation to uniform products is self explanatory.

"ALWAYS BUY THE BEST"

Next to sanitation we should consider the raw materials and my only advise is to always buy the best, it's the cheapest in the end and furthermore good, pure materials and the same kind day in and day out are an insurance in themselves to uniformity because they are made right, handled right and guaranteed as right and pure.

As an illustration, I will state that no man can expect to produce uniform products daily that is not regular in his selection of buying materials, and in this respect many times serious mistakes are made when after a long and continued use of a certain pure product the proprietor through the influence of a shrewd salesman of another product in the "*form of a substitute*," buys a lot for trial and when he does he is lowering the bars of regulation, cheapening his product, reducing the quality and out of line of uniformity—so that in the buying of the raw material alone you have quite a problem to think about.

In well regulated shops you will always find a "thermometer" one of the most essential instruments needed in the bakery, in fact the "regulating key," or I might say the "*Silent indicator*" and guide of accurate dough temperature and a uniform product. Wherever the thermometer is put into practice it means the death blow to another *rule-of-thumb* method. I might add here that there never will exist *any relation* whatsoever between bakeshop regulation and uniform products without the use of a thermometer; if you have none in your plant buy one now and install a system whereby you can rest assured of uniform products daily.

A great deal is being written to-day on the subject of science in baking. This does not mean that we are not far more scientific in our baking principles to-day than we were ten or five or even three years ago, but there is room for improvement. The man who uses a thermometer is more scientific than the man who does not. The man who uses a measure is more scientific than the man who works by rule-of-thumb. It is a matter of a very few years ago when the vast majority of the bakers worked without a thermometer and by the rule-of-thumb.

Now I might add here that bakers should not expect any more of the thermometer than it will do; it will give you the different degrees of shop, flour, water and dough temperatures, but that's all and goodness knows that's enough.

KEEP THE STOCK ROOM UNDER LOCK AND KEY

The next bakeshop regulation of considerable importance and one which I believe exists more or less in a way is, "the

stock room." How many real stock rooms will you find in the average bakery under "lock and key" and why not, stock is money and you should take just as much care and give it just as much thought as you do the real cold cash that you lock up in your safe every day or take to the bank. Remember the price of raw materials these days is enormous and every business man should have his stock room under control and know exactly where and how he stands in quantities used daily and for what purpose. This is a new day and a new philosophy is necessary to read its riddle for the business of yesterday and that of your forefathers will never again be the same comfortable, happy-go-lucky rule-of-thumb occupation it once was.

Another essential factor in the bakeshop whose method needs regulating and one closely related to the production of uniform products, is the weighing and measuring of all the raw materials that go to make up a batch. This is not food for thought, nor anything new, it is simply a slip shod method created through carelessness and something that always surprised me is, the remarkable fact that the baked goods comes out looking as nice as it does—"sometimes,"

really I have stood in bakeries and watched this performance in amazement and wondered who the good person may be that was giving away the stock to Mr. Baker, or vice-versa. In conclusion I wish to say that bakeshop regulation and uniform products can only be accomplished by systematizing your entire plant, install such rules and regulations that will insure and protect your interests and see that your employees live up to them; place the responsibility upon the man whom you have selected and be sure that he is the right man in the right place; don't say you have a clean plant if you cannot back it up by inviting public inspection, remember that a lock and key to a stock room is to you what a thermometer is to a dough, they both save an unnecessary waste of materials. *Think it over.* And finally, why should we not come to see that a unity of purpose in our industrial life will be needed to meet the competition of the future and that whatever contributes to effective industrial organization, to cheap production, to elimination of waste, will eventually work to the good of all the people. It is upon us. We, as a people, will get out of the future what we prove worthy of getting.

* * *

Vitamines and Wheat Flour

Contribution From the Laboratories of the Siebel Institute of Technology, Chicago

THE alarm that was caused by a very simple little statement emanating from the Federal Health Department, and which came to the baking and milling world some time ago, seems to have gathered a momentum that cannot be merited by the truth that it carries. The interest is characteristic of the progressiveness of the milling profession, whose ambition has been to supply the people at large with a more wholesome product, and, if the public has not been getting the vitamins in wheat flour that are necessary for human life, then we will have to change the theories of the ages past, that demonstrate that "Bread is the staff of life," initiate new ones, and change the economic order of a large industry.

What are vitamins? Nobody knows. It is maintained that there is a group of substances or constituents found in food products in infinitesimally small quantities, that contain the life sustaining principles, the very essence of life itself. Vitamins have never been seen—have never been isolated. The only evidence of their existence that we have, is that some brewers' yeast was autolysed and filtered through a quantity of finely divided Fuller's Earth. This, when carefully dried and fed to pigeons, which had been paralysed through eating of a diet of polished rice, led to an immediate recovery. Next it was demonstrated that eggs, meat, milk, whole wheat, fresh vegetables, etc., were rich in vitamins, but that food products such as pasteurized milk, cooked meat and eggs, are inert, that is the vitamins are destroyed, or their physiological activity depressed by heating. The vitamins are chemically unstable compounds.

The surprise came in a statement that wheat flour as manufactured contained no vitamins. We were told that whole wheat flour as such, contained a large quantity of phosphoric acid. This would indicate that vitamins are contained in whole wheat flour.

METHODS OF FINDING VITAMINES

The method used in the determination of vitamins could well be applied to such products as whole wheat flour and it might be easy to demonstrate by extractive methods, the presence of a quantity of vitamins in whole wheat. To extract vitamins from white patent flour would be an impossibility. In filtering the autolysed yeast through a medium of Fuller's Earth, the

activated principle, it is claimed, is retained. This is an instance of absorption wherein, by virtue of the large area of contact afforded to the finely comminuted particles of the Fuller's Earth, the vitamins are withheld. This phenomenon of absorption is characteristic of all finely divided particles. Hence the finely divided condition that flour exists in would have the same absorptive power that finely divided Fuller's Earth would have, so that it would be impossible to extract vitamins from white flour.

It is claimed also that vitamins co-exist with phosphoric acid in food products, and that the total quantity of phosphoric acid present may serve as an index of the content of vitamins, that is, that we would expect to find a content of vitamins in wheat flour associated with a relatively high content of phosphoric acid. The percentage of phosphoric acid in whole wheat is approximately .9 per cent. and that of wheat flour is .3 per cent. Then if the proportion of phosphoric acid is smaller, and since the quantity is an index of the quantity of vitamins present in food, might it not be true that eating a larger amount of white bread, which is perhaps the most wholesome, well balanced food stuff that we have, would effect the same result? Does not the content of phosphoric acid indicate some quantity of vitamins in patent flour?

The pasteurization of milk, the cooking of meat and eggs, completely destroys vitamins. Why should we not expect to find the vitamins in bread to be destroyed in the baking process? Bread is baked at 500 degrees, and while the temperature in the interior of the loaf does not reach that, would it not be sufficient to destroy vitamins in whole wheat flour just as effectively as in bread made from white flour?

The numerous experiments showed that the nutritional deficiency diseases, such as beri-beri, scurvy, and pellagra could be almost instantaneously remedied or relieved by fruit juices, such as limes, grape-fruit, lemons, etc. It might be inferred that the scientists would suggest that each sack of flour should contain at least one lemon, to be applied as directed. They were unaware of several instances in which lemons were handed to the consumer in packages of flour. Perhaps they at that time were deriving the necessary vitamins for their needs from the eggs in egg-nogg and in their enthusiasm, overestimated the quantity necessary for human needs.

The manufacture of patent flour and the production of a loaf of white bread is a national institution and can not be battered down by the mere fancy that white flour contains no vitamins. "Bread is the staff of life!" and will remain so, although it may be necessary to obtain a supply of vitamins, which are necessary to life, from other sources, and considering the assertion that other substances do contain vitamins in large quantities, and that only a relatively small amount of vitamins are necessary for human existence, perhaps it would solve the economic question to suggest the use of vegetables and other substances which contain quantities of vitamins and not to attempt to destroy an industry which has done its utmost to give the consumer a loaf of good, white, wholesome bread.

* * *

University vs. Technical School Education

By F. P. Siebel, B.S., Siebel Institute of Technology.

Considerable time and attention have rightfully been devoted to the technical education of the baker, by the master bakers in their deliberations at the recent convention of the Illinois Master Bakers' Association, held at Springfield, Illinois.

Summarizing this discussion, it appears that a four year and a one or two weeks' short period course should be established at the university.

Of course it would be absurd that an educator should even consider discouraging a four year course, for, even should the same eventually not prove the success now claimed for it by its sponsors, the fact that the universities would embody in their catalogue and curriculum the contemplated course, would in itself, through the recognition thereby naturally establish for the industry, be worth any and all efforts put forth in this regard.

However, notwithstanding such advantages, it cannot be gainsaid that such action at this time would be premature as far as concerns the real object desired. Considering the rather lamentable condition prevailing in the baking industry at such a late date, it is evident that what the industry wants and wants badly is immediate results.

In considering this question it must not be overlooked that the university as an institution of learning serves one distinct purpose, while the industrial schools serve an entirely different one, and in a manner commensurate with the specific requirements, and it is this condition that explains the constant query on the part of the universities, who have been approached on this subject, to the effect, "What do you bakers want us to teach you?"

An industrial school knows by virtue of the entirely different method of training, that must necessarily be pursued at such school as against a university training, exactly what is wanted by any particular industry for which a course is established.

On the other hand, it would seem to me that the question which the baker should put to himself and endeavor to answer honestly is "What do we want?" Do we want to jump from a stage of practically no education to the stage of a baking scientist, or do we want to pursue a concrete, well constructed educational plan, which includes selected subjects which are directly applicable to our industry."

The technical school eliminates what might be considered, from the standpoint of industrial education, such factors which, although indispensable to the scientist, are secondary to the technologist, but which however the latter can subsequently acquire at his own leisure by building upon the foundation which he has laid through the acquisition of the technical training.

The fact that this subject was discussed is in itself an indication that bakers are awakening to the indispensability of a technical education and here the question might be in order,

"Why is this the case at such a late date, when baking schools have been in existence for the past ten or fifteen years."

The answer to put it plainly, is probably explained by the tendency on the part of the baker to consider the situation too lightly, and thereby he is readily hoodwinked by lofty ideals, which is the only appropriate term that will express any serious consideration for a four years university course as against immediate results through a shorter but thorough course in a recognized technical institute.

UNIVERSITY COURSE TOO LONG AND TOO SCIENTIFIC

It certainly would not behoove a university as a great institution of learning, to discourage the contemplated plans, but it is certain that if the individual opinion of the principal education of such universities were sought, it would be conceded that at least as far as immediate results are concerned, the course as pursued at the recognized industrial institutes offers the most satisfactory results, as far as the industrial technologist is concerned.

Professor Parr, who enjoys an enviable universal recognition as an educator, fully concurred with the views presented by me at the convention, to the effect that little education is frequently worse than no education at all, and we had in mind extremely short period courses of one or two weeks duration, or any efforts towards teaching chemistry, physics and mathematics, etc., by correspondence.

While it cannot be questioned that the educational facilities at a university are par excellence, any one at all familiar with what might be termed the mechanical operations, will immediately recognize the impracticability of a university pursuing an educational plan such as must naturally be adopted by industrial schools.

What the industry needs and needs badly, is, as already indicated, a well laid out constructive educational plan which, in the period of not less than three months—six months would be preferable—can equip the student with a thorough understanding of the fundamental principles of the various sciences that apply to the industry.

This would be of inestimable service to the young man who has not the time for a four years' course or the elderly practical baker who, no matter howsoever serious in acquiring a technical education, could not consider spending the time provided for such source and if he did, such knowledge would largely exceed that which is considered important at this time.

Again, I question and that very gravely so, whether graduates from a four years' university course will not prove altogether too scientific for the practical operations of the bakery, if indeed after so many years of learning, they would really consider a position of this kind.

However to avoid possible misinterpretation on such an important question, I must add that by the foregoing I do not want to be understood as discouraging the development of baking scientists, quite the contrary is true. The industry is also in need of baking scientists, but what I contend is that their work is to serve a vastly different object than that of the baking and milling technologist, regarding which the industry should, at least for the present, concern itself chiefly.

* * *

Gordon Now With Siebel

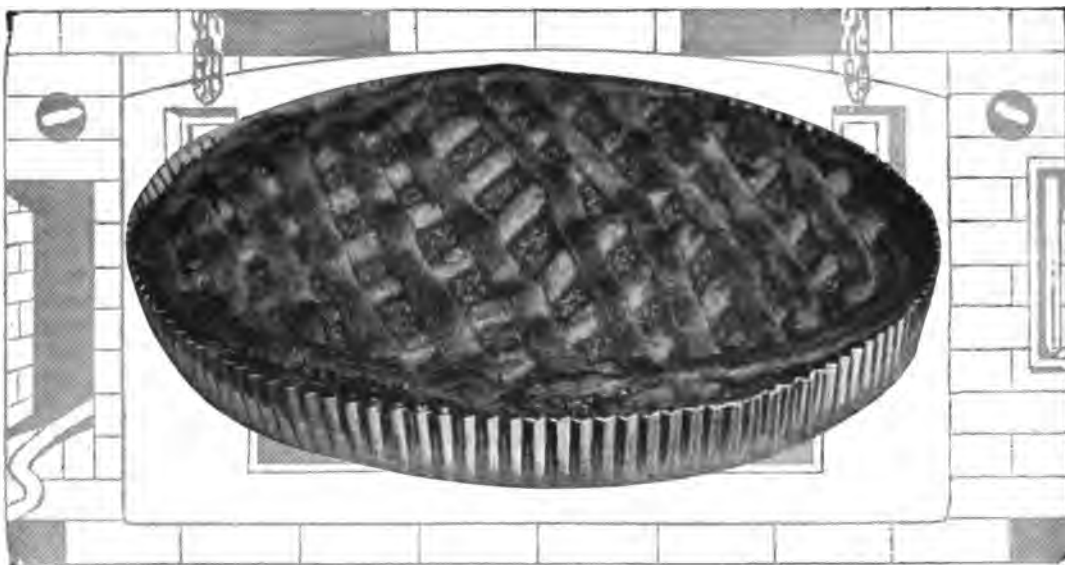
It will without doubt be of great interest to the industry to learn that Willis O. Gordon, who as it is well known, has for some time past been connected as chemist with the baking and milling department of the Department of Chemistry, Washington, D. C., rendering valuable services to these trades on pertinent questions relating to the milling of wheats and baking of flours, has become identified with the baking and milling department of the Siebel Institute of Technology, Chicago.

Every Month More Bakers Are Using

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THESE bakers are now making Pineapple pies with an extra delicious flavor—the pies that get the extra nickel. They are baking pies made with Libby's famous Hawaiian Pineapple—pies the public have eaten and found well worth the price.

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Write for Mince Meat quotations today.

Answers to Inquiries on Many Problems of the Bakers

This department is open to any and all of our readers who wish to secure information on any phase of the baking business. In requesting answers to inquiries, please give full name and address, not for publication, but as evidence of good faith

A Yeast Problem

I am sending a sample of yeast in the hope of getting some information with reference to the ingredients contained in same and a formula to make it perfect. My anxiety to get the particulars is due to the fact that I nearly always get a country job where it is impossible to get compressed yeast and it is quite a lot of trouble to make potato ferment and you can't trust but a few bakers to make it for you and magic yeast is all you can get.

The following is a correct history of the sample yeast: It was made by a baker six years ago (maybe longer) in the middle states. This baker sold it to a real estate man who thought to put it on the market and succeeded in a few places. Two bakeries lost very heavily in Berkley, Cal., one in Stockton and one large merchant in Los Angeles lost \$5,000 and Mr. Real Estate Man beat it. The Los Angeles merchant had his bake shop cleaned out of it—some seven or eight cans and packages. I brought it home and worked at it until I succeeded in making a good loaf. The cause of the trouble is: When you put the bread in the oven and when it is nearly baked it forms gas and has a very sour smell and when the bread is baked customers return it as sour and it seems to me that the acid used was too strong. If I left a piece of dough over night it would be nearly worked away by morning. Otherwise it is a very handy yeast for country jobs where a man cannot get any thing but magic. The way I got to work it is simply this: I took ½ pound, broke it up in 4 qts. boiling water, mixed with 1 oz. salt, 2 lbs. flour, made a batter, and let it remain for at least eight or ten hours; mixed it with my dough and in 3½ hours it was ready for the bench. One would think that boiling water would kill it. I suppose it did for a while, but it is the only way that this yeast as it is made can be worked. All I know about its contents is that there is potato flour, farina flour, corn meal, and wheat flour. Of course, I am not sure about it, and I have no more of it left and I don't believe it is possible to get any either, but such an article is very handy for a man in my circumstances nearly always working in country towns. I simply want it for my own use and can make a half dozen kinds of dry yeast, Snow Flake, Stock Yeast, Paste Yeast, and Magic, but none of them seems to be as good as the sample if it were made right.

ANSWER

After several experiments, we have found that the dry yeast which you sent, is a kind of "Salt-Rising" proposition. If you wish to make this kind of yeast and use it in bread making, you will always have that peculiar smell and flavor, which salt-rising bread has, and which by no means should be sour. There must be something wrong with your working method, perhaps the sponge you make becomes too old by letting it stand for eight to ten hours, or perhaps it would be better not to use boiling water, but use good warm water and let the yeast get a chance to dissolve slowly, which is always better with any kind of yeast, than to force the dissolving process with a too high temperature, but this is up to you to find out. As you say that the sample you sent, is the last you had and you are not able to get any other, we cannot see for what reason you bother much about it. If we understand you right, you wish to make a yeast similar to the sample, so we will furnish a formula

that we have had worked out on account of your inquiry, and tested same in a very small way and it works splendidly; but it is up to you to find out the best way to work it in larger batches. You should have no trouble at all if you follow these instructions, and by using a little judgment, you should be able to obtain the very best results.

Now as to the making this yeast, put ½ pint water and ½ pint fresh milk in a pot or kettle and bring it to boil, then stir in, 4 ounces cornmeal, ¼ ounce salt and ½ ounce baking soda, previously scaled and mixed, and give this a good scalding. Now put this on a warm place, until it will turn into fermentation, which takes about fifteen to eighteen hours; after this time, and when it shows life, put on two quarts of good warm water and make a sponge, using about 5 to 6 lbs. wheat flour and ½ oz. of any good dry yeast, which certainly must be dissolved in the 2 quarts warm water. Now let this sponge stand on a warm place to raise to its full extent, but by no means let it drop from over expansion. As soon as it shows tendency to drop, work in 2 ounces salt and as much corn meal to make a very stiff dough, so that you can roll it out and cut into pieces, as dry yeast generally is cut, and dry it as fast as possible, the faster you can dry it, the better it is.

This is a little batch and we would advise you to make a few small trials in making bread out of it before you use it for larger batches, but do not use boiling water, just use good warm water for dissolving the yeast before you make sponge.

This is all we can do for you in this line, and we hope you will have success with it.

Ridding Pine Trough of Rosin Taste

I made a trough out of California sugar pine and the bread tasted of the rosin. What should I do to take the taste out of the trough? If you can give me any information on this trouble, I will be greatly obliged.—M. G. R., IA.

ANSWER

This taste will go by and by, but it would be advisable to soak the wood well with good, hot cottonseed oil.

Salary Percentages

I am doing a business of about \$1,000.00 weekly. My payroll is around \$240.00; \$140.00 of this is for bakers, the other \$100.00 for sales clerks.

Are these salaries too high in proportion to the business?—L. B. (MICHIGAN).

ANSWER

Fourteen per cent. for bakers' salaries is all right for a business of your size. The sales salaries, however, are too high. Can you change the arrangement of your show cases and wrapping counter, so as to eliminate unnecessary walking. Make your display as compact as possible, so that a customer does not need to drag a sales girl all over your store when making a purchase.

Estimating the Value of Machinery

How can I figure the actual value of machinery to find out whether or not it would pay to install high priced mixers, etc.?—M. O. (N. Y.)

ANSWER

First distribute the cost of the machine over the period of its probable life in about the following proportions: If it will last 7 years, allow 22% depreciation for the 1st year,

18%	"	"	"	2nd	"
16%	"	"	"	3rd	"
14%	"	"	"	4th	"
12%	"	"	"	5th	"
10%	"	"	"	6th	"
8%	"	"	"	7th	"

100% " " " seven years.

The expenses for repairs will increase as the machine gets older and make the allowance about the same for each year. Add to this the cost of supplies, current, rent and interest on the investment. This will give the cost of the machine per year. To arrive at the profit, deduct this amount from the cost of the labor saved.

Example: If a man buys a machine at \$500.00 and estimates that it will last seven years, using 10c worth of current daily, \$3.00 worth of oil and supplies yearly, and takes up space worth \$20.00 a year to him, the yearly cost of the machine would be:

Depreciation (22%)	\$110.00
Current	36.50
Oil	3.00
Rent	20.00
Interest on \$500 @ 6%	30.00

\$199.50

If this machine, however, does in two hours the work that would ordinarily take six hours, he has a saving of four hours labor a day. At 30c an hour, this would be \$1.20 daily, or \$438.00 a year.

The labor cost saved	\$128.00
Less the machine cost	199.50
Net yearly profit	\$238.50

Bakers' and Millers' Technical Club

The regular semi-monthly meeting of the Bakers' and Millers' Technical Club was held Monday evening, June 12th, 1916, at the Hotel Bismarck, Chicago.

The additional sample loaves of bread made according to the straight and sponge dough methods along the lines developed at preceding meetings, were carefully examined and led to a rather extended and interesting talk by Professor Gordon of the Siebel Institute of Technology, on this subject, in which he presented definite reasons why the straight dough method imparted a better texture as indeed also flavor to the bread, which appeared to be verified both by the samples presented at the previous meeting as well as those considered at this meeting.

The great variations in thermometric readings on the tests made by several members in the baking of fried cakes, of which samples were submitted, made it necessary to postpone this discussion for a subsequent meeting, at which time further samples are to be submitted and special attention observed to insure greater accuracy as to the temperatures employed. The discussion also led to the adoption of methods towards establishing certain standards with regards to doughnuts and fried cakes, regarding which considerable differences of opinion seemed to prevail.

Professor Stuhlmann elaborated somewhat more in detail upon further tests that he made at the laboratory of the Institute, with reference to the adaptability of certain oils for the frying of cakes.

Mr. Kopp's address on "Yeast in the Bake-Shop" was highly interesting and brought forth many important points. In his talk he elaborated upon his practical observations both in Europe and this country and the discussion which followed led to definite methods of procedure under various conditions. At the next meeting J. C. Kristan will give a talk on "Records of the Bake-Shop."

The last meeting was the best attended of any held thus far, and it is particularly gratifying to note the continually

increasing interest manifested by the members in the deliberations, many of them reporting the great financial benefits that they have already derived from factors which have been brought up at these meetings.

CHARLES A. PAESCH, Sec.

Biscuit Bakers Convene in Chicago

(Continued from page 74)

- 1—Trade Marks and Your Rights Therein, Mr. C. W. Wickersham, Cadwalader, Wickersham & Taft, New York.
- 2—Bacteria of Flour and Their Influence During Biscuit Sponge Fermentation, Mr. Arnold Wahl, Wahl Efficiency Institute for Baking, Chicago.
- 3—Flour and the Future Prospects, Mr. Jos. T. Newell, Geo. P. Plant Milling Co., St. Louis.
- 4—Has There Been Any Profit in the Baking Business Since the War Began? Discussion.

- 5—Report and Discussion on the Flour Buying Department.

- 6—Open Forum.

We want suggestions. The Chair will recognize any member who has a subject to present. Limit, 5 minutes.

Wednesday, June 21st, 10.00 A. M.

Open Meeting for Members and Representatives of the Trade.

- 1—Maintenance of Re-sale Prices, Mr. Sol. Westerfield, American Fair Trade League.
- 2—Corn Oil vs. Lard and Other Shortenings, Dr. J. M. Widmer, Douglas Co., Cedar Rapids, Ia.
- 3—Quality, Selling and Service, Mr. Frank S. Bamford, The Cracker Baker, New York.
- 4—Practical Uses of Nulomoline, Mr. Louis Ferraioli, The Nulomoline Co., New York.
- 5—Practical and Proved Ways of Advertising and Selling to Develop Biscuit Business, Mr. Chas. H. Eyles, Richard A. Foley, Advertising Agency, Philadelphia.
- 6—Louisiana Sugar, and Its Use in the Cracker Industry, Mr. Geo. O. Allain, Delgado & Co., New Orleans, La.

Adjourn for Luncheon.

AFTERNOON

Executive Session, 2.00 P. M.

- 1—Washington Blue Stem and Club Flour for Biscuits and Crackers, Mr. Manly Harshman, Centennial Mill Co., Spokane, Wash.
- 2—Factory Efficiency, Mr. C. J. Alfred, Association's Efficiency Expert.
- 3—Cost Accounting for the Biscuit Manufacturer, Mr. B. G. Harrison, L. V. Estes, Inc., Chicago.
- 4—The Five-Cent Soda Cracker and Its Cost, Mr. D. F. Bremner, Jr., Mr. D. K. Oxley, Mr. C. H. Wortz.
- 5—Soda Crackers and Their Cost, Mr. S. J. Watts, Mr. Willard C. Poole, Mr. Chas. W. Miller.
- 6—Sugar Cookies, Iced Sugar Cookies and Their Cost, Mr. H. W. Stegall, Mr. L. R. Geier, Mr. H. R. Templeton.
- 7—Chocolate Walnuts and Their Cost, Mr. W. E. Bettridge, Mr. W. C. Scott.
- 8—Vanilla Wafers and Their Cost, Mr. A. J. Zimmerman, Mr. Jno. A. Simeral.
- 9—Standard Ginger Snap and Its Cost, Mr. A. V. Thomas, L. D. Manchester.

Thursday, June 22nd, 10.00 A. M.

Executive Session

- 1—Advances in Price of Paper, Layr Board, Etc., Mr. H. E. Parke, Parke, McCauley Co., Chicago.
- 2—Report of the Committee on Carton Lining Paper, Mr. D. F. Bremner, Bremner Bros.
- 3—Influence of Poor Crackers on Consumption. Discussion.
- 4—What are Cracker Bakers Doing to Reach Rural Trade? Discussion.
- 5—Election of Officers and Directors.

Adjourn. Digitized by Google

THE BAKERIES OF AMERICA

Personal Visits and Inspections of Machine Shops by a Practical Baker

Hartford, Conn.

(Concluded)

Kolb's Bakery, Broad and Jefferson Sts.—For four generations the Kolb family have been bakers. The plant in Hartford has been opened about two years and is now the leading and largest bakery in the capital city of Connecticut, and the business is still increasing rapidly. Of course, G. O. Kolb is a great believer in advertising and whatever bakers may think about premiums, they certainly did well for Kolb's bakery. "Believe me," Mr. Kolb told me, "we pay thousands of dollars for china ware, and other household articles, as well as playthings, to give away free as premiums, but they do the work. We started on October 8th, 1913, with a delivery service of four wagons. Now we have 32 delivery teams, and bake more bread than the rest of the Hartford bakers together." China ware especially is Mr. Kolb's favorite premium, "housewives can't get enough of it," he told me. I found bakers everywhere who are much against giving premiums of any kind, but those who give premiums like the scheme. I only mention what they did for Kolb's bakery; as for myself, "I am neutral."

As far as the plant is concerned, I can only say that it is a model one, one of those twentieth century bakeries to which the public is invited to visit "at any time, at any hour." The building covers a plot 75 x 200 feet, is two stories high, and has a basement. The top floor includes the offices, drivers' counting room, and dressing room. The dough room is equipped with a Day high-speed mixer, (5-bbls.) and a Day mixer is waiting in a corner in case of emergency. The mixers are also furnished with automatic flour and water scales, manufactured by the Day Co.

The neatest and cutest place is the shop or make-up room on the lower floor. Here we find the following machines doing duty. A 6-pocket automatic dough divider furnished by the Dutchess Company; a Zerach baller; two Thomson extension moulders; a Day dough-brake; a Gottschalk cleaner and greaser; a roll divider, and a Day revolving proof closet. The front parts of the drawers of latter are lined with brass, which gives the boxes a very clean and sanitary appearance. The benches are all on wheels and the working tables covered all around with white linoleum, and this linoleum is tightened around the edges by thin brass bars. Mr. Kolb told me that this makes it easy to keep the sides of the tables clean. Anyway, it looks very well and is inexpensive in comparison to the fine appearance. The made-up bread, after it has been proofed in the large steam boxes, is baked in four Duhrkop ovens fired from the rear. The side walls are covered with white enamel tiling. The blending and sifting outfit was furnished by the Mill Engineering Co. The flour room is steam heated. A feature in itself is the fireproof doughnut kitchen, which is a little structure built of galvanized iron and in no connection with the main building. This doughnut kitchen will be enlarged, equipped with a portable oven and cake machine, and will also be used as a cake shop. Mr. Kolb told me they will try their luck in cakes, pies, etc. The stable is also entirely separated and a fine stock of horses is kept. The present bread output is 22,000 loaves of bread daily. Forty-two people are employed, including 35 bakers. Everything is sold wholesale. The appearance of the plant is most attractive, large plate windows give passersby free view into the shop; huge advertising signs enclose the yard, inviting the public to pay the "cleanest bakery in New England" a visit. The firm's special bread is "Pan Dandy." The bread is wrapped in two Union hand sealers.

Henry Brueggestrat, 658 Albany Ave.—The bakery now operated by Mr. Brueggestrat, was founded about 26 years ago by Mrs. E. M. Chaney. The present proprietor took the place in 1912. A year and a half ago, he built the new shop. The growth of this firm is remarkable and Mr. Brueggestrat is



By Otto Werlin,

Editorial Associate BAKERS

REVIEW

considered one of the most progressive men of the trade in the State. In the shop, the walls of which are covered with white enamel tiling, we find the following machines: a Dutchess 3-pocket automatic dough divider; a Day rounder; a Thomson moulder, a Champion cake mixer; a Day mixer with Champion sifting outfit; a pan greasing machine for sheet and bread pans, made by the Koenig-Keller Co., Lancaster, Pa.; a Day cruller cooker, and two Simplex wrappers. The baking is done in three Petersen ovens. Fourteen bakers are employed. The bread output amounts to 10,000 ten-cent loaves a day, and 150 twenty to forty-cent pies.

The flour room is located in the basement. Have 18 teams and a Stewart truck out. Sell most of their goods at retail. It is perhaps the only firm in the State of Connecticut that does not allow the return of stale bread by grocers. I asked Mr. Brueggestrat if he scales his bread a little heavier, or if he sells it cheaper so he may square it out for not taking any stale bread in return. He assured me, that he does not do it; on the contrary, he scales the bread less, and charges the same price as other bakers. The shop is unsurpassed by any other in

Hartford. The bread, pies, and cakes produced by this firm enjoy great popularity in many a home of the city. Large quantities of silverware and dishes are given away for premium purposes. The only trade paper Mr. B. reads, is BAKERS REVIEW.

Middletown, Conn.

J. W. Stueck & Son, 382 Main St.—Middletown's largest and most up-to-date bakery. Beside the baked goods, they make ice cream, candy, do a catering business, and in connection with all this, they have a modern tavern. In the bake shop we find the following machines: a Day dough mixer with sifter; an egg clipper and cake machine, and a Thomson moulder. The baking is done in a Duhrkop oven, and two old-fashioned brick ovens. The bread is wrapped in a little Colvin sealer. Bake about 5,000 loaves of bread and 300 pies daily. Do a nice shipping and wholesale trade. They have a large output of crullers, for which they use a Day cruller cooker. In all departments over 40 people are employed, including fourteen bakers. Business was founded 24 years ago by Mr. Stueck, a fine and amiable gentleman. The shop was rebuilt two years ago. Every working department is right up to the mark sanitarily, and the goods are of exceedingly high quality.

Frost's Bakery, Main St.—Also one of Middletown's quality shops. The bakery has been owned by Mr. Frost for about five years. He employs four bakers. In the strikingly clean shop is a Day dough mixer and a Triumph cake machine. One wagon is out. Use about eighteen barrels of flour weekly. A full line of high-grade cakes and pies is produced. The bread output is also considerable. In Mr. Frost I had the pleasure of meeting an amiable broad-minded gentleman.

Kelly's Bakery and Grocery, Middletown, Conn.—Mr. Kelly has a nice grocery, about the same type we find in Hartford, but of course not so large. In the baking department he employs three men. Bake everything. No machine in the shop at present. Everything is sold retail in connection with the grocery goods.

Schaefer's Bakery, Middletown, Conn.—Our advertisers would do well to pay attention to this place. It is a rapidly growing bakery. Sorry to say, that I did not have a chance to see Mr. Schaefer. He was out of town the day I was in Middletown. I heard he employs eight bakers. Main trade seems to be bread. Has a few wagons out. Sell wholesale and retail.

New Haven, Conn.

Chas. Minery, 282 Ferry St.—I always like to begin my report of a city with a nice shop, and Mr. Minery certainly has a nice,

clean bakery. He has been in this place ten years and now employs three bakers. In the shop there are a New Era dough mixer and a roll divider. The baking is done in an old-fashioned brick oven. One delivery wagon is utilized. Although the main trade is bread, a tempting line of cakes is produced. Mr. Minery's store and shop must be considered one of the best in this district.

C. R. Blanchard Baking Co., 140 Canal St.—When I was on my way to pay this bakery a visit, it was snowing heavily; and clean as the fresh fallen snow is the model plant of the Blanchard Baking Co. "Cleanliness is next to Godliness," seems to be the motto of this firm. It is one of those bakeries that make any baker feel proud of the tremendous strides our trade has witnessed within the last few years. Mr. Blanchard started in business in New Haven about seven years ago. The present plant has been occupied since December, 1915. Every working department is on one floor, and they have no basement. The building is as nearly fireproof as it is possible to make it. It is a sunlit shop, light, high and well-ventilated by many large windows. The shop is equipped with the following machines: a Werner & Pfeiderer dough mixer, with sifting and blending outfit and water tempering tank (the same company also furnished the 2-pocket automatic dough divider, scaling and dividing 2,000 loaves an hour); and the Thomson Machine Co. is represented by a revolving proof closet and a moulder. The moulder has been in service constantly for the past seven years, and is now as good as new, so Mr. Blanchard told me. The baking is done in two wide-door double ovens. The stock room and flour storage and packing room are also located on the same floor. Here we find a little hand sealer doing duty. For the convenience of the bakers we find a dressing room equipped with individual lockers, shower baths, etc. Eight bakers are employed and seven teams are utilized. The firm also has a nice retail store on Dixwell Ave. Over 75 bbls. of flour are used weekly. Sell wholesale and retail; also do a little shipping trade. Bake bread, cakes and pies of the highest quality.

As mentioned previously, the shop is clean as the fresh-fallen snow. The ovens are fired from the rear, thus preventing dust and cinders from entering into shop. The shop itself is painted in mill white; the side walls of the ovens are covered with white enamel tiling, this all giving the inside of the plant a glistening appearance. Mr. Blanchard, an amiable young gentleman, told me that he has been reading BAKERS REVIEW for ten years continuously.

Lamond & Koehler, 9 Dixwell Ave.—Lamond & Koehler have an exceedingly clean and sanitary shop. The appearance of this bakery makes a most favorable impression on the visitor. The store also is one of New Haven's finest stores in which food stuffs are sold. Five bakers are employed and one auto truck is used for delivery purposes. Sell wholesale and retail. A choice line of cakes, pies, and bread, is produced in this spotless bakery.

Otto J. Winson, 928 State St.—This also is one of New Haven's bright spots, as far as the bakeries are concerned. The proprietor is an amiable gentleman and has been in business in New Haven for thirteen years. He has been in his present locality for the last five years. In the immaculately clean shop there are: a Day dough mixer, a Day moulding machine, and a roll divider. The baking is done in a Hubbard oven. Four bakers are employed. Everything is sold retail over the counter. About 22 bbls. of flour are consumed weekly. A superior line of mixed goods is produced by Mr. Winson.

H. W. Hessler, 898 State St.—When young Mr. Hessler saw my card, he said with a smile: "By gosh, I was reading your Pittsburgh articles yesterday, and I thought, 'wonder, if that lad will ever come to New Haven, I would like to see him'—and there you are." Although I had never seen him before, Mr. Hessler could not receive an old friend better than he did me. We spent quite some time together in talking over the progress in the trade, etc. I found in Mr. Hessler an ambitious, progressive, and broad-minded gentleman. His father, who still enjoys perfect health, started the bakery in 1885. From the very beginning it was the firm's aim to produce only high-grade goods at a reasonable price. And now, the Hessler bakery is known everywhere in New Haven, for turning out a line of goods of superlative quality. But not only the quality of the goods, but also the conditions under which they produced, are unsurpassable. Spic and span all the way through, and in every nook and corner, is the bake shop. It is also nicely equipped with machines. I found the following machines doing duty: a Day dough mixer with tempering tank; a Hicks patent flour-blending and sifting outfit; a Hobart cake mixer; a Thomson moulder, and a roll divider. The baking is done in two old-style brick ovens to which a steam boiler is attached. Use about 45 bbls. of flour weekly. Eight bakers are employed and two teams

and one auto are utilized for delivery purposes. The goods are sold wholesale and retail. I can not help but the repeat that the appearance of store and shop made a most favorable impression upon me, and the Hessler bakery must be considered one of the leading bakeries in New Haven. Young Mr. Hessler, a man of 39 years, certainly appreciates the value of modern machinery. His dream is to build up a new shop—an automatic bakery. No pies are baked in this place. Mrs. Hessler told me that her husband is very fond of Bakers Review and he certainly gets mad if somebody happens to mislay the paper.

Winslow's Bakery, Inc., 25 Garden St.—The president, as well as the founder of this bakery, is Mrs. Winslow, a very progressive and shrewd lady, who possesses great executive ability, is thoroughly familiar with all details of the baking industry, and is also a firm believer in modern methods of baking. Notwithstanding the fact that she is very friendly toward all, she is nevertheless supreme in authority and her word bears weight on all questions.

The cornerstone of this flourishing business was laid in 1879. From a very modest beginning it has, due to the industry and perseverance of the owners, grown to be the leading cake bakery in New Haven, a city of 133,000. Its bread trade is also very considerable.

Now we will take a little trip through the bakery. The flour storage room, mixing room, and wrapping and shipping room are on the top floor. Here also, in a small room, three ladies are employed icing cakes, and it is really amazing to note the cleverness and rapidity with which this work is done. A blender and sifter are in the flour storage room, and a mixer which has been doing duty for twelve years, is in the mixing room. The office is also located on this floor.



Winslow Float in a Recent Parade in New Haven

The bake shops are on the lower floor, equipped with a Colborne pie roller, an egg beater, and a Day cake machine for the cake bakers. In the bread department I saw a 2-pocket Triumph dough divider, a Thomson rounder and moulder, a Van Houten roll divider, and a Zerah proof closet. The baking is done in 6 old-fashioned brick ovens. Order and cleanliness are apparent everywhere, as it is Mrs. Winslow's ambition to keep the place up to the top-notch in this regard.

Fourteen bakers are employed and seven wagons are utilized. The bread output is over 2,000 loaves per day, but the main trade is in cakes and pies.

Taken all in all, the establishment of this broad-minded lady is a model one. Yes, I say Mrs. Winslow is broad-minded, for during our conversation she had a kind word for all her competitors. "United we stand, divided we fall," is her view. A New Haven baker said to me that competition such as Mrs. Winslow's is what they want, because it is "fair and square."



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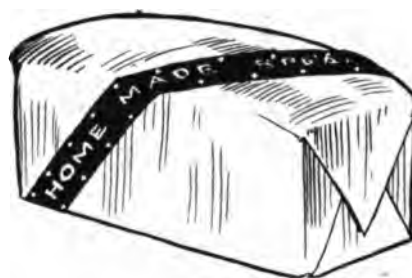
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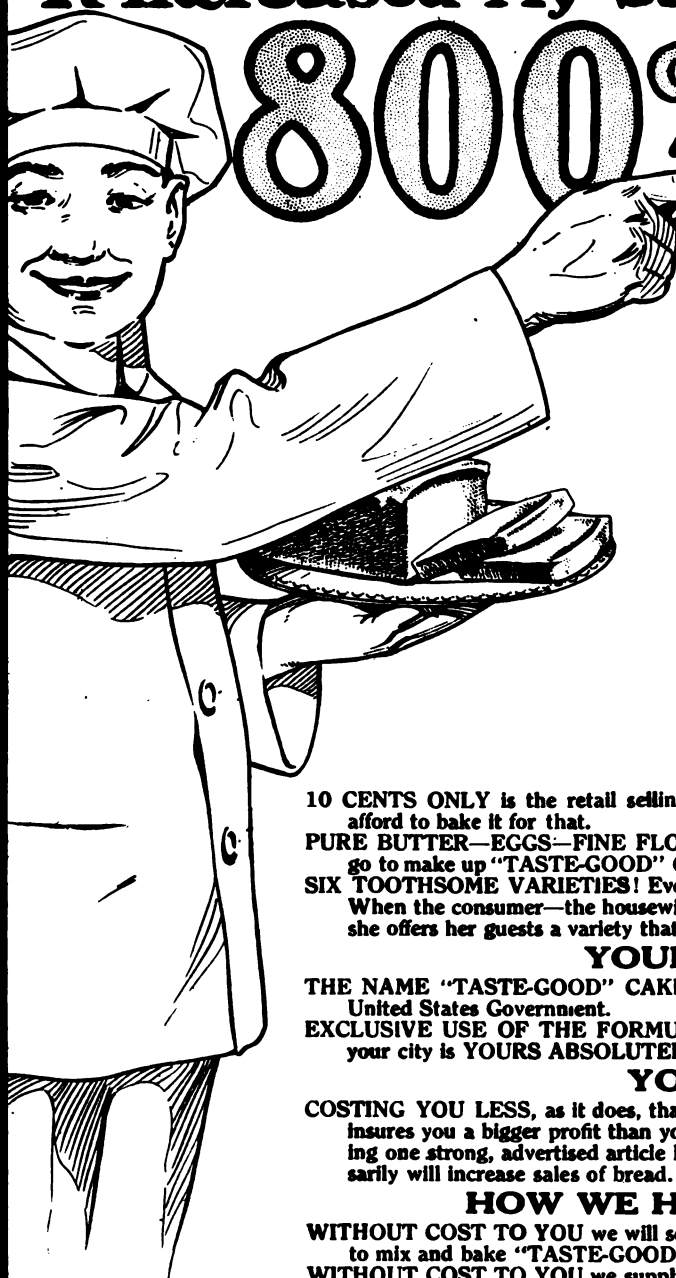
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WHAT IS "TASTE-GOOD" CAKE? It's a standardized cake—A REAL CAKE—put up in sanitary cartons. It's a cake with a reputation. We have given it its reputation by advertising. We supply the ingredients. You bake it, following the exclusive formula we furnish. It is PURE. It is UNIFORM. It is DEPENDABLE. Therefore the customers clamor for it. THEREFORE the retail trade have to come to YOU for it!

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SIX TOOTH-SOME VARIETIES! Every cake distinctly different—made from a different batch. When the consumer—the housewife—buys two or three loaves for a luncheon or a dinner, she offers her guests a variety that would mean half a day's baking over a hot stove.

YOUR PROTECTION

THE NAME "TASTE-GOOD" CAKE and the formula are covered by registration with the United States Government.

EXCLUSIVE USE OF THE FORMULA—and exclusive right to make and supply this cake in your city is YOURS ABSOLUTELY FREE—if you act quickly.

YOUR PROFITS

COSTING YOU LESS, as it does, than any butter cake you can bake, "TASTE-GOOD" CAKE insures you a bigger profit than you can get without using our formula and process. Offering one strong, advertised article like this—which the retailer HAS GOT TO BUY—necessarily will increase sales of bread.

HOW WE HELP YOU ADVERTISE

WITHOUT COST TO YOU we will send an expert baker to your shop to show your men how to mix and bake "TASTE-GOOD" CAKE.

WITHOUT COST TO YOU we supply advertising store signs, electros and ideas for local publicity. Also we supply advertisements for your local newspapers and letter-forms to be sent

to your trade, and will bear our share of the expense of thus BOOSTING YOUR BUSINESS.

THERE IS THE WHOLE STORY! Write Today. An Exclusive Proposition Awaits You If You Act When You Read This. The Proof of the Pudding is in the Eating. Send For Free Sample.

H. M. GRIFFON & COMPANY

Manufacturers of Baking Specialties

316 and 318 SO. WABASH AVENUE

CHICAGO

White Flour and its Food Qualities

*By Proj. Harry Snyder, Chief Chemist for the Russell-Miller Milling Co., Minneapolis**

THE word flour is so generally understood that a definition is unnecessary. When a person goes into a grocery store and says, "I want to buy a 98-pound bag of flour," the grocer knows what is meant: the fine bolted product of wheat. Various modifications of the term flour have been proposed, but whenever the modifying terms are such as to suggest that flour is something else than the product of wheat, then it is apparent that such a term is framed with the purpose of either confusing the purchaser and leading him to believe it is the flour that he is used to, or that it is something equally as good; otherwise it would not be entitled to be called flour, either directly or indirectly.

Since the public has formulated definite ideas as to what flour is, they are entitled to the proper protection in the right use of the term. Also the miller who makes flour is entitled to the benefits derived from the accepted meaning of the term, while he who makes fine, blended cereal products of whatever nature should not have the free use of the term flour either alone or in a modified form, as the object of such use is deception. Millers are proud of the term flour and what it signifies, and they do not wish to see the word modified in any way that would bring the name into ill repute.

THE MILLING PROCESS—OLD AND NEW

There has been a gradual evolution in flour-milling processes. The tendency has been to make a cleaner, a more wholesome and a better flour, both for bread-making and other human food purposes. This has necessitated finer grinding of the material and more complete removal of the fiber and wheat offals from the flour.

Semi-civilized man crushed his wheat between specially selected hollowed stones. The principle of grinding or crushing grain was discovered over 5,000 years ago; it has been, and is to-day, used by the savage, semi-civilized and civilized man. It is but natural that this principle should be employed by man, as he is not provided with any special grinding apparatus like the gizzard of the fowl, or the fermenting tank or rumen of the cow. With man the main grinding of the wheat or cereal for food must be done outside of the body. There is no excuse or apology needed for milling wheat into flour. It is a necessity.

Recognizing that the milling of wheat is a necessity, then the only question that remains is: How should the milling be done? There is only one answer: it should be done in such a way as to secure the largest amount of the most valuable nutritive substances from the wheat in the most digestible and available forms for the use of the body. In short, mill the wheat so that the body gets the largest available amount of nourishing materials. There is no other possible way in which this question can be logically answered.

The mechanical features of milling have been gradually developed. Following the crushing, sieves of various forms were used to remove the coarse, branny residue from the fine stock. Sieves were used two centuries and more before the roller process was developed. In the eighteenth century bolting cloths had come into quite extensive use. A description of the process at that time is given in Edgar's "The Story of a Grain of Wheat," page 146:

The wheat was cleaned by a machine consisting of a pair of cylinders or screens and a blast of air.

The grinding stones by this time had become flat and round, and were scientifically furrowed; they ran close together in order that, when the wheat passed through them, the greatest

amount of flour could be produced. The meal was bolted, and the tailings, consisting of bran, middlings and adherent flour, again sifted and reground.

This was essentially the millstone process of milling before Oliver Evans improved upon it; and although it was simple, in spite of its imperfections the flour it produced was so desirable that, from being an insignificant trade, milling grew to be one of the greatest and most valuable industries of the times.

ERRONEOUS IDEAS REGARDING THE PROCESS OF MILLING

There seems to be some popular misconception regarding the mechanics of milling, and these are often promulgated by writers who do not appear to take the trouble to inform themselves upon the subject. The notion of some is that the old millstone flour contained all the bran, or a large portion of it, and that there were either no separations or very limited elimination of the fibrous parts of the wheat kernel in the milling. Such an idea is a mistake.

It is surprising to find how far such erroneous ideas have penetrated our literature. They are at times even seriously repeated by supposedly scientific men. As an illustration, I quote from an article, "Bread as a Food," by Voegtlin, Sullivan and Myers, of the United States Public Health Service. This article appeared in Public Health Reports, Vol. 31, No. 15:

The wheat flour or corn meal was obtained by simply crushing the whole grain between stones, by various means, to the desired degree of fineness. The resulting flour or corn meal, from which the coarser particles of bran were partly sifted out, was then used for bread-making. Accordingly, the bread contained practically all of the nutritive elements of the entire grain.

The rapid increase in the output of wheat and corn and the increase in cost of labor necessitated the invention of mechanical devices for the more economic milling of these cereals. The introduction of the roller mill system in the United States in 1878 represents probably the most important change in this direction. By means of the roller process it was made possible to separate the various parts of the kernel, namely, the germ or embryo, the bran, and the endosperm or starchy part.

It is scarcely necessary to point out some of the errors in these quotations to a body of representative operative millers. However, as the consumer does not possess the exact information of the practical or operative miller, you will excuse the mentioning of a few facts which are well known to you. Corn-milling and wheat-milling are separate and distinct lines of manufacturing.

A corn miller or a wheat miller cannot indiscriminately grind either wheat or corn in the same mill and make a good product of each with the same equipment and installation of machinery. Therefore, the two processes of manufacture must be separately and not jointly considered.

THE ROLLER PROCESS OF MILLING WHEAT

Now as to wheat-milling: the roller-mill process introduced no new system of separations, that is, the bolting or sifting of products, not in vogue in the old mill-stone system. The separation of the bran was made by means of bolting cloths in the old millstone system, and was and is a feature of both the old and the new processes of manufacture. The rolls simply change the method of reduction of the stock, steel rolls being substituted for the millstones.

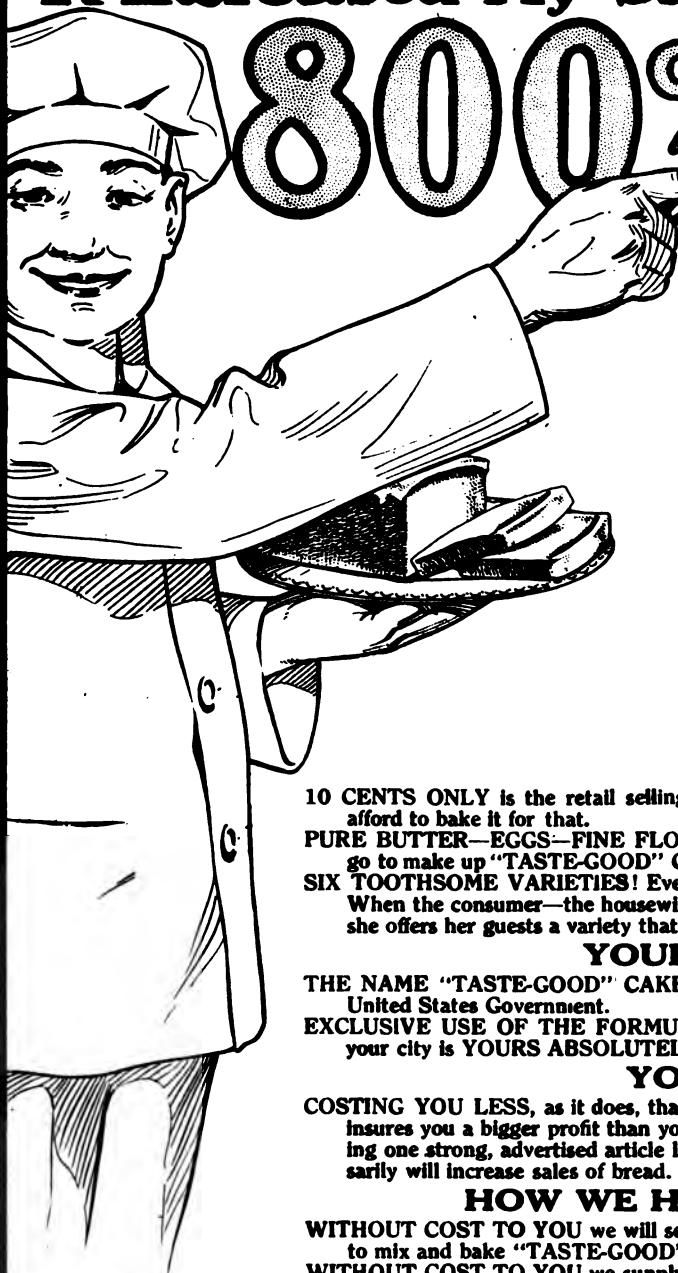
Along with the advent of rolls a number of improvements have been developed, all of which have added to the quality of the flour, and by quality is meant both its bread-making and nutritive values. These improvements are, first, a more thorough cleaning of the wheat and, consequently, the production of a cleaner flour. It is certainly desirable and laudable to prevent the dirt on the surface of the wheat from getting into the flour. Again, the middlings purifier, by means of air cur-

*Read at the St. Louis Convention of the Fraternity of Operative Millers of America.

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CHICAGO

White Flour and its Food Qualities

By Prof. Harry Snyder, Chief Chemist for the Russell-Miller Milling Co., Minneapolis

THE word flour is so generally understood that a definition is unnecessary. When a person goes into a grocery store and says, "I want to buy a 98-pound bag of flour," the grocer knows what is meant: the fine bolted product of wheat. Various modifications of the term flour have been proposed, but whenever the modifying terms are such as to suggest that flour is something else than the product of wheat, then it is apparent that such a term is framed with the purpose of either confusing the purchaser and leading him to believe it is the flour that he is used to, or that it is something equally as good; otherwise it would not be entitled to be called flour, either directly or indirectly.

Since the public has formulated definite ideas as to what flour is, they are entitled to the proper protection in the right use of the term. Also the miller who makes flour is entitled to the benefits derived from the accepted meaning of the term, while he who makes fine, blended cereal products of whatever nature should not have the free use of the term flour either alone or in a modified form, as the object of such use is deception. Millers are proud of the term flour and what it signifies, and they do not wish to see the word modified in any way that would bring the name into ill repute.

THE MILLING PROCESS—OLD AND NEW

There has been a gradual evolution in flour-milling processes. The tendency has been to make a cleaner, a more wholesome and a better flour, both for bread-making and other human food purposes. This has necessitated finer grinding of the material and more complete removal of the fiber and wheat offals from the flour.

Semi-civilized man crushed his wheat between specially selected hollowed stones. The principle of grinding or crushing grain was discovered over 5,000 years ago; it has been, and is to-day, used by the savage, semi-civilized and civilized man. It is but natural that this principle should be employed by man, as he is not provided with any special grinding apparatus like the gizzard of the fowl, or the fermenting tank or rumen of the cow. With man the main grinding of the wheat or cereal for food must be done outside of the body. There is no excuse or apology needed for milling wheat into flour. It is a necessity.

Recognizing that the milling of wheat is a necessity, the only question that remains is: How should the milling be done? There is only one answer: it should be done in such a way as to secure the largest amount of the most valuable nutritive substances from the wheat in the most digestible and palatable forms for the use of the body. In short, mill the wheat so that the body gets the largest available amount of nutritive materials. There is no other possible way in which this can be logically answered.

The mechanical features of milling have been developed. Following the crushing, sieves of various sizes are used to remove the coarse, branny residue from the flour. Sieves were used two centuries and more before the present process was developed. In the eighteenth century the process had come into quite extensive use. A description of the process at that time is given in Edgar's "The Flour Trade," page 146:

The wheat was cleaned by a machine consisting of two cylinders or screens and a blast of air. The grinding stones by this time had been improved and were scientifically furrowed; the wheat was then ground when the wheat passed between the stones.

amount of flour could be produced; the tailings, consisting of bran and shorts, were again sifted and reground.

This was essentially the process used by Oliver Evans improved upon in spite of its imperfections, by which it was possible that, from being an inferior product, it became one of the greatest and most valuable.

ERRONEOUS IDEAS CONCERNING FLOUR

There seems to be some much mistaken ideas concerning the mechanics of milling and the quality of flour. Many persons who do not appear to be conversant with the subject upon the subject. The flour contained all the nutritive value there were either no nutritive value in the fibrous parts of the wheat or the idea is a mistake.

It is surprising to find that the nutritive value of flour has not penetrated our minds. It is repeated by some persons who have come from an active life. Myers, of the "Food" magazine, in his article on "The nutritive value of flour" appeared in "The Food" magazine.

The wheat is the whole grain, and the degree of fineness of the flour is the degree of fineness of the grain used for the purpose of making flour.

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rents, removes the flour dust and the fine debris fiber particles. This is also an advantage, as these indigestible fiber particles reduce the food value of the flour.

Furthermore, the introduction of the four- and the five-break roll reductions enables the adherent flour to be more completely separated from the bran and offal than was possible with the old grist-mills. Most of the mills, working with the old process, did not clean up the bran; that is, remove the flour so thoroughly as does the modern process. More flour and better flour is gotten from wheat by the modern reduction process of milling than was possible by the old method. The flour formerly left in the bran is now removed by our more exhaustive system of milling.

Furthermore, in the milling of some wheat, particularly the harder ones, that is, the more glutinous wheats (those richest in the most valuable food constituents), a hard, corneous residue was left, called by various names as sharps and cornel, a hard flour middlings—too hard to grind. This often formed a part of the "shipstuff" or feed. Now these rich, hard, granular, glutinous middlings are reduced and form an essential part of high-grade flours.

MODERN MILLING REMOVES BRAN AND DIRT FROM FLOUR

The old-process flour had a little bran in the form of specs or fibrous particles, and various amount of dirt and flour dust. These are removed in modern flour-milling. To claim that these fiber specks and dirt and dust particles added to the food value of a product is absurd. These fiber and debris particles, according to the authors of "Bread as a Food," are assumed to carry special substances known as vitamins. However, the authors contradict themselves when all their statements are considered along with what actually occurs in the old and new processes of milling.

They state that "These substances (the vitamins) are located in the intact kernel in the outer layer (aleurone layer) and probably also in the germ." These they claim are eliminated in modern milling, but were retained in the old-process milling. This idea is based on an assumption that the bran, or a large portion of it, was retained in the old process, and does not check with what is stated elsewhere: that "the coarser particles of bran were partly sifted out."

Now as millers we ask: If the material is sifted at all, how can part of the coarser particles of bran be removed, and part left? If the stock goes through a sieve, how can part of it be removed and part left when it is all designated alike as coarse bran? In fact there is no known way of sifting so that only "the coarser particles of bran are partly sifted." Such a procedure is both contradictory and impossible. When it is sifted, it is sifted, and that is all there can be to the process.

Now if the bran is removed, these vitamins claimed to be in the aleurone along with the bran must likewise be removed. How can the vitamins be present in old-process flour when the bran is known to have been very largely removed? The fiber "specks" left in the old-process flour did not carry enough of the total bran to affect the vitamin content of the flour when you consider that now, with the more exhaustive process of milling, more of the flour from and near the aleurone layers is recovered than in the case of gristmill flour.

Upon this imperfect differentiation between the old and new processes of flour-milling the entire article, "Bread as a Food," is constructed. The misconceptions of the modern process of milling are perhaps in part due to lack of the right kind of available information upon the subject. The roller process is comparatively new; that is, the substitution of rolls for stones. Hence erroneous notions are easily promulgated, and prejudicial ideas often prevail because of ignorance.

Then, too, these misconceptions form the basis of the advertising literature of some products manufactured to compete as food with bread, the theory being that bread must be attacked and discredited in order to make room for the material that is advertised as a substitute. The objects, however, for attacking flour and bread are very cleverly concealed.

The miller is occasionally accused of removing the bran from the flour for purely mercenary reasons—"he takes out the most valuable and nourishing part and sells a depleted article to the public." What incentive would there be for a miller to take the bran out of his flour and sell it for a cent or a cent and a half a pound, when the flour sells for two and one-half to three cents or more a pound? It certainly would be financially advantageous to the miller to sell bran at flour prices.

The public does not want and will not have a bran-containing flour; the public will not be coerced or cajoled in the matter. It is not a new question, although it is discussed at times as though it were something that had never before been considered. The fact is that bran is too indigestible a material to form a constituent part of flour.

BRAN NOT DIGESTIBLE BY MAN

Several years ago Dr. Atwater, at that time head of the nutrition investigation of the United States Department of Agriculture, in a bulletin, "Principles of Nutrition and Nutritive Value of Foods" (U. S. Dept. Agri. F. Bul. 142, p. 26) stated: "Some foods, however, contain larger proportions of materials upon which the digestive juices cannot so act as to make them capable of being absorbed. Thus the outer hull of the wheat grain contains woody substances which pass through the alimentary canal of man undigested, though animals like cows and sheep can digest a large part of it."

The question is no "old-process flour versus new-process flour; it is "shall flour be ground so as to include any or all of the wheat offal?" It makes no difference how the flour is ground; whether it is between stones or between steel rolls; it is a question of separation and removal of offals. Long before the advent of rolls the question of the relative value of flour with or without the offal was seriously discussed. To call old-process flour indiscriminately whole-wheat flour or graham is a misnomer, or to infer that ordinary white flour can be made only by the present roller-mill system is another misconception. In fact, either the whole wheat or the white product can alike be made by the millstones or by the steel rolls.

Some years ago Hutchinson, of the London Hospital in his work, "Food and Principles of Dietetics," said:

When we pass on to consider the relative merits of white and whole-meal bread, we are on ground that has been the scene of many a controversy. It is often contended that whole-meal is preferable to white bread, because it is richer in proteid and mineral matter, and so makes a better-balanced diet.

But our examination of the chemical composition of whole-meal bread has shown that—as regards proteids at least—this is not always true, and even were it the case the lesser absorption of whole-meal bread, which we have seen to occur, would tend to annul the advantage. . . . On the whole we may fairly regard the vexed question of a whole-meal versus white bread as fairly settled, and settled in favor of the latter.

The relative merits of white and whole-wheat bread as food have been discussed for over a century. The advocates of the whole-wheat product assert that white bread is inferior, because it contains less nutritive substances.

WHITE BREAD'S VALUE PROVED FIFTY YEARS AGO

About half a century ago the controversy assumed an acute form in England, and a Bread Reform League was established to advocate the use of whole-wheat. Two of the foremost scientists at the time, Sir J. B. Lawes and Henry (later Sir Henry) Gilbert, jointly investigated the question. It is to be recalled that no scientific institution or men have ever enjoyed higher reputations than Rothamstead and Lawes and Gilbert. Some of their conclusions are as follows:

The higher percentage of nitrogen in bran than in fine flour has frequently led to the recommendation of the coarser breads as more nutritious than the finer. We have already seen that the more branny portions of the grain also contain a much larger percentage of mineral matter. And, further, it is in the bran that the largest proportion of fatty matter—the non-nitrogenous substance of higher respiratory capacity which the wheat contains—is found. It is, however, we think, very questionable whether upon such data alone a valid opinion can be formed

of the comparative value of bread made from the finer or coarser flours ground from one and the same grain.

Again, it is an indisputable fact that branny particles, when admitted into the flour in the degree of imperfect division in which our ordinary milling processes leave them, very considerably increase the peristaltic action, and hence the alimentary canal is cleared much more rapidly of its contents.

It is also well known that the poorer classes almost invariably prefer the whiter bread, and among some of those who work the hardest, and who consequently soonest appreciate a difference in nutritive quality (navvies, for example), it is distinctly stated that their preference for the whiter bread is founded on the fact that the browner passes through them too rapidly; consequently, before their systems have extracted from it as much nutritious matter as it ought to yield them.

In fact, all experience tends to show that the state as well as the chemical composition of our food must be considered; in other words, that the digestibility and aptitude for assimilation are not less important qualities than its ultimate composition.

But to suppose that whole-wheat meal as ordinarily prepared is, as has generally been assumed, weight for weight more nutritious than ordinary bread flour, is an utter fallacy founded on theoretical textbook dicta; not only entirely unsupported by experience, but inconsistent with it. In fact, it is just the poorer fed and the harder working that should have the ordinary flour bread rather than the whole-meal bread as hitherto prepared, and it is the overfed and the sedentary that should have such whole-meal bread.

Lastly, if the whole grain were finely ground, it is by no means certain that the percentage of really nutritive nitrogenous matters would be higher than in ordinary bread flour, and it is quite a question whether the excess of earthy phosphates would not then be injurious.

In discussing the subject some years ago with me, Sir Henry Gilbert remarked: "Why should man unnecessarily fill his digestive tract with indigestible material like bran?"

TESTS BY THE U. S. GOVERNMENT

About 18 years ago the United States Department of Agriculture, through its office of experiment stations, inaugurated a series of tests, extending over a period of nearly 10 years, with the view of determining the relative digestibility and nutritive value of ordinary white bread, and entire-wheat and graham breads, when the flours were all made from the same wheats, which were various types and kinds of soft and hard wheats.

"The studies were under the immediate supervision of Prof. W. O. Atwater, chief of nutrition investigations, and Prof. Charles D. Woods, and form a part of the investigations on food of man conducted under the auspices of this office." A number of bulletins giving the results of the investigation were published, notably 67, 101, 126 and 156, United States Department of Agriculture, office of experiment stations.

"The studies are a continuation of the investigations on the nutritive value of cereal products conducted at the University of Minnesota by Prof. Harry Snyder and at the Maine Agricultural Experiment Station by Prof. Charles D. Woods," according to Director A. C. True, of the office of experiment stations. Many of the essential features of the investigation were duplicated by the two investigators at the separate institutions.

The published reports of the investigations cover over 300 printed pages. To enter into the details of the work would be beyond the limits of this paper. Only a general statement of the results and conclusions can be given. Men of various types and following different vocations were fed on bread, and its actual digestibility was determined. The bread and other foods consumed were weighed and carefully analyzed, as were also all of the waste products (urine and feces). From the quantity of food consumed and the amount voided in the indigestible waste, the actual amount digested and utilized by the body was determined.

A quantity of wheat was divided and ground into the three types of flour, ordinary white flour, graham, and whole-wheat from which a portion of bran had been removed. A squad of men were fed for several days on white bread; then following an interval of rest whole-wheat was substituted for the white bread, and then graham bread was fed. Then another lot of

different wheat was milled in the three ways, and other squads of men fed in the same and in reverse order.

The yearbook of the United States Department of Agriculture, 1903, contains an article, "Wheat, Flour and Bread," by Harry Snyder and Charles D. Woods, from which the following is quoted:

THE DIGESTIBILITY OF BREAD

A knowledge of the digestibility of any food material is of prime importance, for two reasons: In the first place, unless it is completely digested a portion of it does not serve to nourish the body at all, because only that part of the food that is digested and absorbed from the alimentary canal can be thus utilized, and, in the second place, some indigestible materials act as irritants in the alimentary canal, and while they may stimulate the excretion of the digestive juices they sometimes increase peristalsis, thus hastening the contents along too rapidly to permit complete absorption, with the result that nutritive material which otherwise might be absorbed and serve to nourish the body is lost with the indigestible materials. In estimating the nutritive value of food material, it is therefore necessary to consider not only its composition, but also, and more particularly, the proportions of its different nutrients that are digested and utilized.

In connection with the nutrition investigations at the Maine and Minnesota stations, upward of 100 digestion experiments have been made with young, healthy men, with bread from different grades of flour ground from hard and soft wheats from Indiana, Michigan, Minnesota, Dakota, Oklahoma and Oregon. In these investigations great care was given in each case to the securing of different grades of flour from the same lot of wheat, to the production of bread from the flours, and to all other details of the experiments, in order to secure uniformity of conditions, and thus insure fairness and reliability in comparison. The results of these experiments therefore give very definite information regarding the relative digestibility of bread from different grades of flour.

The larger number of these experiments were made with graham, entire wheat and standard patent flours from wheats from different sections of the country. The averages of the results with these three grades of flour give the following as the proportions of nutrients that were digested from the different flours, these factors being commonly termed coefficients of digestibility; standard patent flour, protein 88.6 per cent. and carbohydrates 97.7; entire wheat flour, protein 82 per cent. and carbohydrates 93.5; graham flour, protein 74.9 per cent. and carbohydrates 89.2.

The digestibility of the fat was also determined in some cases, but for the most part the results were believed to be too low, and are therefore omitted. The quantity of fat in bread is too small to permit of accurate tests of its digestibility. This is a matter of no importance, however, as bread is not considered as a source of fat in the diet. The very common custom of eating butter or some other fat with bread is in reality but a method of supplying this deficiency.

It will be seen that there is a considerable difference in the digestibility of the nutrients in the three kinds of bread, the variations in the protein being larger than the carbohydrates. For both nutrients the digestibility of the standard patent flour was the greatest, and that of the graham flour was least. This is true not only for the averages of the tests with the different flours, but also for the individual tests.

With some of the wheats the differences in the proportion digested from the different flours were not so wide as with others; and in some cases also there were very noticeable differences between the subjects with respect to the completeness of digestion; but with all the subjects, and with all kinds of wheats thus far tested, the uniform result was that the digestibility of the standard patent flour was the highest, that of entire wheat the next and that of graham the lowest. Concordant results were obtained in artificial digestion experiments.

BRAN ALWAYS LESSENS DIGESTIBILITY

Differences in digestibility of the flours containing the branny portion of the wheat are sometimes attributed to the fineness with which the coarse materials are ground. This is doubtless true to some extent, and may in part explain why whole-wheat is more digestible than graham because the whole-wheat flour is somewhat more finely ground. But even when bran is reduced to a very fine powder it is not so well digested as flour, and its presence in the flour decreases rather than increases its nutritive value, because it decreases the digestibility. This was observed at the Minnesota Station in some experiments with Oklahoma wheat.

Bran removed in producing the patent flour was ground very fine, and was added to some of the flour, 14 per cent. as much bran as flour, or about the proportion in which it was removed during the milling. This increased the protein content of the

flour to 15.3 per cent. as compared with 15.1 per cent. in the flour without the bran. The digestibility of bread made from this mixture, as compared with that of bread from the same flour without the bran, was as follows: Bread with bran, protein 85.9 per cent. and carbohydrates 93.3; bread without bran, protein 91.6 per cent. and carbohydrates 97.8.

Thus, while the addition of bran to the flour increased the proportion of the nutrients but a trifle in amount, it decreased the digestibility very decidedly, so that the digestible nutrients in the flour with bran were only 13.2 per cent. of protein and 67.5 per cent. of carbohydrates, while in the same flour without the bran they were 13.8 per cent. of protein and 71.1 per cent. of carbohydrates. What little was gained in increase of nutrients by the addition of the bran was more than offset by the failure of the bran to be digested.

It is evident, therefore, that the defective digestibility of the bran is not due entirely to imperfect grinding, though it is worthy of note that the bread from the mixture of ordinary flour and finely ground bran was more digestible than that from either graham or entire-wheat flour for the same lot of wheat.

A number of experiments were also made to study the effect of adding germ to patent flour. As in the experiments with bran, the germ removed in milling standard patent flour from Oklahoma wheat was finely ground and mixed with some of the standard patent flour in a larger proportion than was removed during the milling, the mixture containing about 93 per cent. flour and 7 per cent. germ. The digestibility of the nutrients of bread made from this mixture was as follows, the data for the patent flour without the germ being also given for comparison: bread from mixture, protein 90 per cent. and carbohydrates 97.6; bread from patent flour, protein 91.6 per cent. and carbohydrates 97.8.

The digestibility of the protein in flour with the germ added was slightly less than in the same flour without the germ, while that of the carbohydrates was practically the same in both. The digestible nutrients in the flour with the germ, computed by use of these results, would give a trifle more protein and slightly less carbohydrates than in the flour without the germ. There was, therefore, practically no gain in nutritive value by retaining in the flour the germ that is ordinarily removed in the milling.

In this discussion a special consideration has been given to the protein and carbohydrates, and no mention has been made of the mineral matters, among which are the phosphates of the wheat so popularly considered of especial virtue. This omission has been intentional, for the reason that yet not enough is known concerning the metabolism of mineral matters in the body to warrant a discussion of the value of those contained in the flour.

Such investigations as have been made suggest that the supply in the ordinary diet is more than sufficient to meet the demands of the body. In the experiments it was observed that the quantity of mineral matters in the feces was from a third to a half as large as those in the bread, but it cannot be said how much of the excreted material pertained to the undigested bread and how much was from other sources. In view of such lack of knowledge it would be futile as yet to compare the three grades of flour with respect to their value as sources of mineral matter.

While the coarser grades are not more nutritious than the finer flours, there are many cases in which they are especially desirable, as, for instance, for persons of sedentary habits and occupations, because their stimulating of the alimentary tract may help to procure a larger secretion of the digestive juices and also to overcome a tendency to constipation. This, however, is a purely physiological action, and should be considered apart from the nutritive value.

Finally, it may be said that wheat flour of all the various grades is one of the cheapest, most digestible, and most nutritious of human foods, and well worthy of the high estimation in which it is generally held. The use of different sorts of wheat flour is a convenient way of giving variety to the diet, a matter which is of no little importance.

THE RESULTS OF INVESTIGATIONS SUMMARIZED

In summarizing the results of 56 digestion trials, extending over a period of eight years, Woods and Merrill, in United States Department of Agriculture O. E. S. No. 143, p. 55, state:

In general, the digestibility of a ration, whether simply bread and milk with a little butter and sugar, or a more varied diet, was decreased when the change was made from white bread to entire-wheat bread, and still further decreased when either was replaced by graham bread, the remainder of the diet being, of course, the same in all three cases. The differences are sufficient to indicate that, even though graham flour contains the most and white flour the least total protein of the three, the body would obtain more protein and energy from a pound of entire-wheat than from a pound of graham flour, and still more from a pound of white flour than from a pound of either of the others.

Prior to these American experiments, Meyer and Voit, of Munich, had made an extended series of digestion experiments

upon breads made from white and graham flours. The bread made from the fine white flour "yielded the highest percentage of digestible nutrients" (U. S. Dept. Agr. F. Bul. No. 112). It is interesting to note that the experiments of Voit were performed over 40 years ago, and before the first roller-mill plant was installed in Budapest in 1874, and they are a most significant answer to the question raised by Voegtlin, Sullivan and Myer in "Bread as a Food." Before the use of rolls for the reduction of wheat, the question as to the comparative digestibility and food value of fine flour and coarse flour containing the bran had been determined by Voit and in favor of the fine, white flour.

As to Carl Voit, a short quotation from "The Fundamental Basis of Nutrition," by Graham Lusk, of Cornell University Medical College, p. 4, is given: "Carl Voit, to whom more than any one else the world owes its fundamental knowledge of nutrition, was accustomed to say in his lectures, 'continued decompositions of matter are always going on in the living cells, and the energy liberated in these decompositions is the power upon which the motions of life depend. Phenomena of life are phenomena of motion.'"

A long list of scientists could be given who have made investigations relative to the digestibility and nutritive value of breads, and, without exception, in favor of white bread. The objections to white bread as a food almost invariably emanate from men who have made no study of its digestibility and real value as a food, and their objections largely rest upon assumed hypotheses as a basis, and not upon real facts.

VITAMINE PRODUCED DURING GROWTH OF YEAST

Before leaving this subject of the digestibility and comparative nutritive value of white and whole-wheat flours, a word should be said about vitamins. Vitamines are something new and, being new and a strange word, is easily conjured with. Vitamines are certain nitrogenous compounds, produced during the growth of yeast. They do not contain any phosphorus. They are akin to the protein, and found most abundantly in foods of high protein content.

Any vitamins located in the bran or aleurone layer, surrounded by cellulose, would not be digested or available to the body. A chicken might grind in his gizzard some of the aleurone layer so as to make vitamins available, but man has no gizzard to grind such material. Why worry about the indigestible vitamins in bran because the yeast in its growth and development makes vitamins? In fact, Funk first obtained vitamins from yeast. When bread is made with yeast, and milk is used, it is enriched with the most active and valuable vitamins known.

People should know more about vitamins before discussing them so promiscuously. Some are not to be mentioned in polite society. Funk's class III of vitamins is nicotinic acid (a derivative from nicotine, found in tobacco). Some of the vitamins are akin to those drugs that have an exciting action upon certain organs of the body, are not a subject for general discussion. And yet you will hear vitamins mentioned as if they were fragments of the philosopher's stone of the days of alchemists.

Had Koch's lymph, made from the semen of the goat and the rabbit, and much heralded in the seventies as an elixir of life and a rejuvenator of youth, only been brought out at the present time and then connected up with the vitamin theory, it would have been still more awe-inspiring. It is fascinating to theorize on the "essence of life," and men are prone to do so in every age, often forgetting hard and well-established facts and distorting and bending others so as to fit them into some dream theory. We can well afford to be conservative about vitamins, neither ignoring them nor considering them universal "cure-alls." We are all from Missouri to-day, and we "will have to be shown."

THE VALUE OF FLOUR ON A COST BASIS

When we compare flour with other foods as to cost and nutrients, its real value stands out most prominently. A pound of flour sold at retail from three to four and a half cents per pound contains from 9 to 12 per cent. or more of the protein

nutrient, and yields about 1,600 calories or energy units. A pound of beef retailing at 15 to 25 cents contains from 12 to 15 per cent. protein, as purchased, and yields from 600 to 1,200 energy units.

Foods vary in so many ways that it is often difficult to make rigid comparisons. It is evident, however, that five pounds of flour, costing as much as one pound of beef, supply nearly four times as much protein and eight times as much energy as the beef. While it is not the intention to convey the idea that meat in the dietary should be entirely replaced by bread, the amount of meat in many cases could advantageously be reduced and the consumption of bread increased. Such change would be desirable, not only from a pecuniary point of view, but there would be a gain in wholesomeness.

Touching upon this point, Prof. Rubner, a pupil of Voit, one of the most eminent dieticians of our time, at the fifteenth international congress on hygiene and demography at Washington, in 1912, said:

It is a fact that the diet of the well-to-do is not in itself physiologically justified; it is not even healthful for, on account of false notions of the strengthening effect of meat, too much meat is used by young and old, and by children—and this is harmful.

But this meat diet is publicly sanctioned; it is found in all hotels; it has become international, and has supplanted almost everywhere the characteristic local culinary art. It has also been adopted in countries where European culinary art was unknown. Long ago the medical profession started in opposition to the exaggerated meat diet, long before the vegetarian propaganda was started. It was maintained that flour foods, vegetables and fruits, should be eaten in place of the over-large quantities of meat.

IMPORTANCE OF A PROPER PROTEIN BALANCE

To maintain a proper supply of protein in the food is a matter of prime importance. Good bread is most excellent for maintaining a proper protein balance. Hence the necessity of encouraging the production of strong glutinous wheats by our farmers in preference to the more starchy but often larger yielding varieties. Wheat flour diluted with starch would fail to supply the body with the requisite nutrients.

There is a great difference in the value of proteins from different sources. Some proteins, as albumen of egg and casein of milk, meat proteins and the glutenin of wheat, occupy the first position as materials for complete nutritional purposes; that is, they promote growth, repair tissues and enable all of the functions of the body to be carried on properly. Other proteins, as the zeins of corn, have a very low value for promoting muscular growth, but they are of value for the maintenance of the body or for fattening mature animals. Hence, in speaking of proteins, it is always well to mention their origin and relative values.

For purposes of balanced nutrition it is well to have the proteins supplied liberally and from a number of foods, but when strict economy demands, flour and bread can form a large part of the dietary, as wheat flour contains proteins which are available for complete nutritional purposes.

The recent investigations that have been made concerning the composition of the proteins and their comparative nutritive value show that flour occupies a very high place. Any attempt to decrease the amount of protein in flour by the addition of starch from any source, or by the addition of both starch and another cereal protein less in amount and of lower nutritive value, as the blending of wheat and corn goods, only lowers the food value of the blended product when compared with wheat flour.

While bread is commonly called "the staff of life," it takes even a more prominent part in the nutrition of the average laborer than is generally appreciated. The United States is not one of the largest bread-eating nations. The average annual consumption of wheat in this country, according to government statistics, is given as 5.3 bus. per capita; this would be equivalent to about 240 lbs. of flour, assuming this to be average flour (total mill-run) and to test 11.50 per cent. protein.

On the basis of standard dietary tables, this flour would furnish from 40 to 45 per cent. of the protein consumed by an average family. In addition, the flour supplies 50 per cent. of the total energy yielded by all of the foods consumed. The average cost of flour per individual is less than \$10 per year. No other food can compare with it in cheapness and nutritive value. It is a cheap food and a good food. What more can be said?

HINTS TO THE BAKER

There are housewives and bakers who do not know how to make the best use of flour, or to make as good bread as the flour is capable of producing. Whenever there is an improvement in the quality of bread, its consumption is increased. People eat what they can afford, and what they like. It is not economical to eat poor bread, because good bread is the cheapest, most nutritious and most wholesome food that there is. It is not only to the best interest of the farmer and of the miller and baker to encourage a better understanding of flour and a larger use of bread, but it is also beneficial to the consumer, as it points the way to a cheaper and better food.

No food has taken such an important part in civilization and development of a man as wheat. To a large extent wheat bread has been the means of enabling him to change his habits from those of a savage to a civilized state, by supplying food through the peaceful pursuit of agriculture, rather than by the uncertain returns from combat and the chase. Bread, which has taken such an important part in shaping the destinies of mankind, and which is now one of our chief and most nourishing foods, is well worthy of careful study. There is a great dearth of knowledge of the whole subject of foods and their nutritive value, and this is confined not alone to the average individual but is alike shared by persons who have had more than average educational advantages.

The modern roller process of flour-milling, including the thorough cleaning of the wheat, and the use of the middlings purifier for the removal of flour dust and debris particles, is a most decided advance over the old gristmill method of making flour. The advance is in harmony with approved scientific principles. Flour that is better for bread-making, cleaner flour and a more nutritive and a more wholesome flour is now made by reason of the improvements incident to milling. As progress has been made along all industrial lines, particularly those relating to food, it is not surprising that it should also be made in the milling of wheat.

Whenever progress is made it is an advance. Knowing that industrial progress takes place, it would be unnatural to assume that flour-milling has taken a step backward, or to assume that milling had attained such a perfection when the flour was made by crushing the wheat between stones that no further progress was possible.

Millers are proud of their vocation, and they are jealous of the good name of their products. Whenever their goods are assailed or maligned they stand ready to defend them. Millers should defend their products when attacked, even when the attack is the result of ignorance and is not with malicious intent.

He who helps grow the wheat, mill the flour or make the bread of a nation is doing something of which he may well feel proud. Operative millers, as a class, are a body of men who stand high among the producers of useful things; and while they have improved the quality of their flour, they have lost none of the rich inheritance and the fine spirit of manhood possessed by the Old Miller of Dee.

"The bread I eat my hands have earned,
I covet no man's gold."

"Let every one his neighbor serve,
As served he'd like to be."

Such was the Miller of Dee, and such are many of the millers of to-day.

The Baking Business in Canada

Speech Made by Mr. Parnell, of the Spiers-Parnell Baking Co., Winnipeg, Before the Winnipeg Rotary Club

BETWEEN the producer of bread and the general public there lies a gulf of misunderstanding, which, so far, seems impossible to bridge or clear up in a satisfactory manner. I think this has been largely brought about by the fact that up to about twenty years ago the bread business was conducted in a very small way and by, in a great many cases, just as small men, in most unsanitary places by employees who mostly lived with their employers, practically working night and day for a bare existence, and who hardly ever saw their homes and families more than once a week. The tendency of all this was to lower the standard of manhood and moral tone of all concerned, to such an extent that the unscrupulous employer could and, no doubt, did do and allowed acts to be done which were not in the public interest. The public having had this drilled into them by the press (and may I say rightly so) we, who are in the business to-day have found it very hard to educate the public to the fact that a different condition of things does now exist, and that we of to-day who are in the business, should not be connected with the days and conditions of which we here speak. In addition to this there has been at no time in the history of our country a more deep seated agitation or keener demand for sanitary conditions in the manufacture and delivery of food products than at the present. The minds of all thinking people, and especially those in authority, having to do with

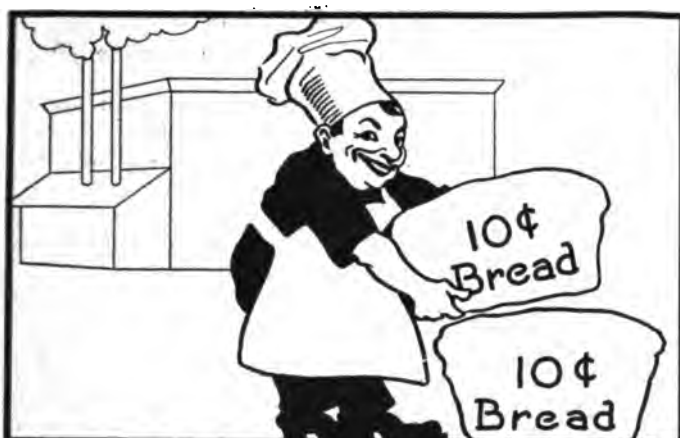
the health of the community believe that a great many of the diseases that prevail to-day are either directly traceable to the unsanitary conditions under which the food products are manufactured, cared for or delivered, or if not directly the cause, do in a great many cases help to aggravate and make the disease more dangerous than it otherwise would be under proper conditions.

We naturally then ask ourselves what has been done to remedy these conditions as it relates to so important a diet of food as bread, which is used in every household and on the table at least three times a day.

Realizing that the premises, once the home of bread-making and the system of handwork then in force, was a positive menace to the health of the public they have to a large extent been demolished and in their place has come the new modern bread factory of which Winnipeg can proudly boast of three of the most up-to-date on the North American Continent. These factories, with their spacious rooms, ventilated in the most scientific manner, with their floors and walls a marvel of cleanliness—the mixing machines, which thoroughly incorporate all the ingredients so that the very best possible results are attained; the automatic weighing machines, which have with ordinary care settled the vexed question of light weight being palmed off on an unsuspecting public; the traveling provers and moulding machines, which to a



Snapshots taken at the recent Northwestern Convention



We Doubled His 10¢ Bread Sales

Yes Sir! D-O-U-B-L-E-D them. Here is the unquestionable evidence. Read it.

"Wish to inform you that the week previous to our starting your business building campaign, our total bake of large bread was 8,398 loaves with 1,203 returned, making about 14% stale. As compared with last week, after running the campaign 60 days, we show a bake of large bread of 15,382 loaves with 653 returned, or a stale of 4%."

The quotation tells of a net increase of over 100%. It is only one of many cases we can tell you about when we put before you the inside facts of

CRUVER SALES BUILDING SERVICE For Wholesale Bakers

Our service is economical, sound and productive. It has been worked out by men who know every angle of the bread selling game—how to create new business and how to hold it.

The sales service is not new and untried. Its value is *proven* because it has won in some of the hardest bread markets in America.

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MAIL THIS NOW!

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Send me the details of your Sales Service for Wholesale Bakers.

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This Bread is Permanent



California **RAISIN BREAD**
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has come to stay. It is now a national institution—a national food. We are spending thousands of dollars advertising this bread for you. Millions of people will read about it in full page advertisements every month throughout the year in *The Saturday Evening Post*. Millions more will see colored pages in *The Ladies' Home Journal*, and other millions will read about it in local newspapers. Never before has a baker's product been so advertised.

New Business—New Profit

Bakers everywhere are taking advantage of this sensational advertising to get new business and new profits. Do the same yourself. Make this bread *right*, with *plenty* of raisins, and people will eat it who never cared for raisin bread before. They appreciate the enormous food value in this combination of wheat and raisins. Let us help you get this new business. Write today for full information and dealer's helps.

California Associated Raisin Co.

Membership 8000 Growers

FRESNO, CALIFORNIA

(264)

clean bakery. He has been in this place ten years and now employs three bakers. In the shop there are a New Era dough mixer and a roll divider. The baking is done in an old-fashioned brick oven. One delivery wagon is utilized. Although the main trade is bread, a tempting line of cakes is produced. Mr. Minery's store and shop must be considered one of the best in this district.

C. R. Blanchard Baking Co., 140 Canal St.—When I was on my way to pay this bakery a visit, it was snowing heavily; and clean as the fresh fallen snow is the model plant of the Blanchard Baking Co. "Cleanliness is next to Godliness," seems to be the motto of this firm. It is one of those bakeries that make any baker feel proud of the tremendous strides our trade has witnessed within the last few years. Mr. Blanchard started in business in New Haven about seven years ago. The present plant has been occupied since December, 1915. Every working department is on one floor, and they have no basement. The building is as nearly fireproof as it is possible to make it. It is a sunlit shop, light, high and well-ventilated by many large windows. The shop is equipped with the following machines: a Werner & Pfeiderer dough mixer, with sifting and blending outfit and water tempering tank (the same company also furnished the 2-pocket automatic dough divider, scaling and dividing 2,000 loaves an hour); and the Thomson Machine Co. is represented by a revolving proof closet and a moulder. The moulder has been in service constantly for the past seven years, and is now as good as new, so Mr. Blanchard told me. The baking is done in two wide-door double ovens. The stock room and flour storage and packing room are also located on the same floor. Here we find a little hand sealer doing duty. For the convenience of the bakers we find a dressing room equipped with individual lockers, shower baths, etc. Eight bakers are employed and seven teams are utilized. The firm also has a nice retail store on Dixwell Ave. Over 75 bbls. of flour are used weekly. Sell wholesale and retail; also do a little shipping trade. Bake bread, cakes and pies of the highest quality.

As mentioned previously, the shop is clean as the fresh-fallen snow. The ovens are fired from the rear, thus preventing dust and cinders from entering into shop. The shop itself is painted in mill white; the side walls of the ovens are covered with white enamel tiling, this all giving the inside of the plant a glistening appearance. Mr. Blanchard, an amiable young gentleman, told me that he has been reading *BAKERS REVIEW* for ten years continuously.

Lamond & Koehler, 9 Dixwell Ave.—Lamond & Koehler have an exceedingly clean and sanitary shop. The appearance of this bakery makes a most favorable impression on the visitor. The store also is one of New Haven's finest stores in which food stuffs are sold. Five bakers are employed and one auto truck is used for delivery purposes. Sell wholesale and retail. A choice line of cakes, pies, and bread, is produced in this spotless bakery.

Otto J. Winson, 928 State St.—This also is one of New Haven's bright spots, as far as the bakeries are concerned. The proprietor is an amiable gentleman and has been in business in New Haven for thirteen years. He has been in his present locality for the last five years. In the immaculately clean shop there are: a Day dough mixer, a Day moulding machine, and a roll divider. The baking is done in a Hubbard oven. Four bakers are employed. Everything is sold retail over the counter. About 22 bbls. of flour are consumed weekly. A superior line of mixed goods is produced by Mr. Winson.

H. W. Hessler, 808 State St.—When young Mr. Hessler saw my card, he said with a smile: "By gosh, I was reading your Pittsburgh articles yesterday, and I thought, 'wonder, if that lad will ever come to New Haven, I would like to see him'—and there you are." Although I had never seen him before, Mr. Hessler could not receive an old friend better than he did me. We spent quite some time together in talking over the progress in the trade, etc. I found in Mr. Hessler an ambitious, progressive, and broad-minded gentleman. His father, who still enjoys perfect health, started the bakery in 1885. From the very beginning it was the firm's aim to produce only high-grade goods at a reasonable price. And now, the Hessler bakery is known everywhere in New Haven, for turning out a line of goods of superlative quality. But not only the quality of the goods, but also the conditions under which they produced, are unsurpassable. Spic and span all the way through, and in every nook and corner, is the bake shop. It is also nicely equipped with machines. I found the following machines doing duty: a Day dough mixer with tempering tank; a Hicks patent flour-blending and sifting outfit; a Hobart cake mixer; a Thomson moulder, and a roll divider. The baking is done in two old-style brick ovens to which a steam boiler is attached. Use about 45 bbls. of flour weekly. Eight bakers are employed and two teams

and one auto are utilized for delivery purposes. The goods are sold wholesale and retail. I can not help but the repeat that the appearance of store and shop made a most favorable impression upon me, and the Hessler bakery must be considered one of the leading bakeries in New Haven. Young Mr. Hessler, a man of 39 years, certainly appreciates the value of modern machinery. His dream is to build up a new shop—an automatic bakery. No pies are baked in this place. Mrs. Hessler told me that her husband is very fond of *Bakers Review* and he certainly gets mad if somebody happens to mislay the paper.

Winslow's Bakery, Inc., 25 Garden St.—The president, as well as the founder of this bakery, is Mrs. Winslow, a very progressive and shrewd lady, who possesses great executive ability, is thoroughly familiar with all details of the baking industry, and is also a firm believer in modern methods of baking. Notwithstanding the fact that she is very friendly toward all, she is nevertheless supreme in authority and her word bears weight on all questions.

The cornerstone of this flourishing business was laid in 1879. From a very modest beginning it has, due to the industry and perseverance of the owners, grown to be the leading cake bakery in New Haven, a city of 133,000. Its bread trade is also very considerable.

Now we will take a little trip through the bakery. The flour storage room, mixing room, and wrapping and shipping room are on the top floor. Here also, in a small room, three ladies are employed icing cakes, and it is really amazing to note the cleverness and rapidity with which this work is done. A blender and sifter are in the flour storage room, and a mixer which has been doing duty for twelve years, is in the mixing room. The office is also located on this floor.



Winslow Float in a Recent Parade in New Haven

The bake shops are on the lower floor, equipped with a Colborne pie roller, an egg beater, and a Day cake machine for the cake bakers. In the bread department I saw a 2-pocket Triumph dough divider, a Thomson rounder and moulder, a Van Houten roll divider, and a Zerach proof closet. The baking is done in 6 old-fashioned brick ovens. Order and cleanliness are apparent everywhere, as it is Mrs. Winslow's ambition to keep the place up to the top-notch in this regard.

Fourteen bakers are employed and seven wagons are utilized. The bread output is over 2,000 loaves per day, but the main trade is in cakes and pies.

Taken all in all, the establishment of this broad-minded lady is a model one. Yes, I say Mrs. Winslow is broad-minded, for during our conversation she had a kind word for all her competitors. "United we stand, divided we fall" is her view. A New Haven baker said to me that competition such as Mrs. Winslow's is what they want, because it is "fair and square."



“BUILT TO LAST LONGER”

The progressive baker demands a delivery wagon combining lightness, attractiveness and substantial construction.

Winkler-Grimm Bakery Wagons

are generous in capacity with long, wide bodies, well braced and thoroughly protected. In finish and general design these wagons are hard to equal. Catalog 32-E on request.

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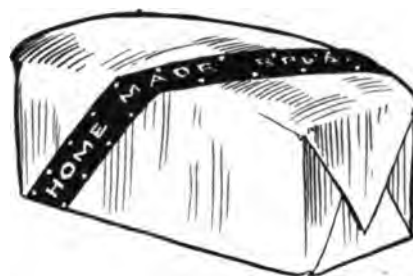
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A well wrapped loaf possesses *attractiveness that means sales* and people are beginning to realize the vital importance of buying *securely wrapped bread*.

The wrappers we are supplying are essential to cleanliness and the preservation of moisture and flavor in bread beside advertising the product through their attractiveness.

A wrapper especially designed for you will be mailed on request—simply state your requirements

Newark Paraffine and Parchment Paper Co.

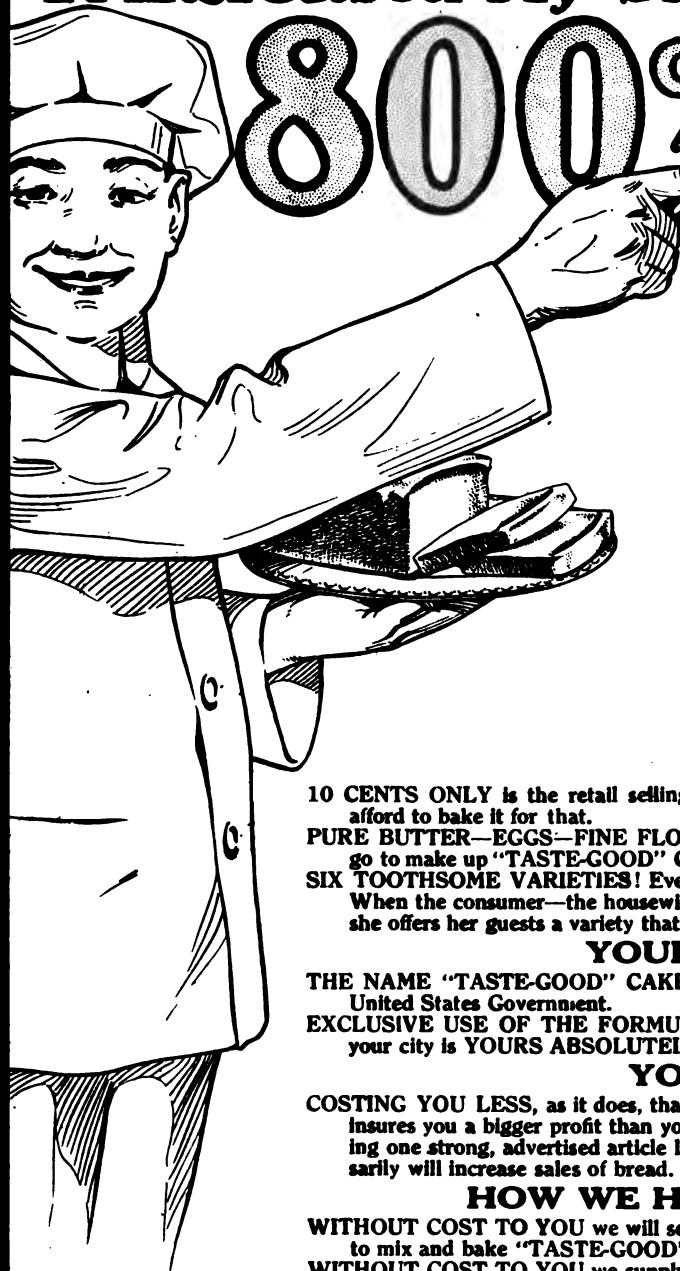
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That's "Taste Good" Cake

It Increased My Sales

8000%



Read This Mr. Wholesale Baker

and learn how you can gain an increase of 500 to 1000 per cent. in your cake sales!

No Experiment! This "Taste-Good" Cake is an Established Fact!

LOOK AT THE TOWNS where this wonderful business-producer is being sold with big success—

Chicago, Springfield, Indianapolis, East St. Louis, Minneapolis, Muscatine, Waterloo, Bloomington, Ottumwa, Elkhart, Niles, Flint, Muskegon, Evansville, Superior—besides many other large cities.

WHAT IS "TASTE-GOOD" CAKE? It's a standardized cake—A REAL CAKE—put up in sanitary cartons. It's a cake with a reputation. We have given it its reputation by advertising. We supply the ingredients. You bake it, following the exclusive formula we furnish. It is PURE. It is UNIFORM. It is DEPENDABLE. Therefore the customers clamor for it. THEREFORE the retail trade have to come to YOU for it!

10 CENTS ONLY is the retail selling price of "TASTE-GOOD" CAKE. No housewife can afford to bake it for that.

PURE BUTTER—EGGS—FINE FLOUR—Sugar and Raisins and Flavorings of finest quality—go to make up "TASTE-GOOD" CAKE. The customer knows that by the eating of it.

SIX TOOTHsome VARIETIES! Every cake distinctly different—made from a different batch. When the consumer—the housewife—buys two or three loaves for a luncheon or a dinner, she offers her guests a variety that would mean half a day's baking over a hot stove.

YOUR PROTECTION

THE NAME "TASTE-GOOD" CAKE and the formula are covered by registration with the United States Government.

EXCLUSIVE USE OF THE FORMULA—and exclusive right to make and supply this cake in your city is YOURS ABSOLUTELY FREE—if you act quickly.

YOUR PROFITS

COSTING YOU LESS, as it does, than any butter cake you can bake, "TASTE GOOD" CAKE insures you a bigger profit than you can get without using our formula and process. Offering one strong, advertised article like this—which the retailer HAS GOT TO BUY—necessarily will increase sales of bread.

HOW WE HELP YOU ADVERTISE

WITHOUT COST TO YOU we will send an expert baker to your shop to show your men how to mix and bake "TASTE-GOOD" CAKE.

WITHOUT COST TO YOU we supply advertising store signs, electros and ideas for local publicity. Also we supply advertisements for your local newspapers and letter-forms to be sent

to your trade, and will bear our share of the expense of thus BOOSTING YOUR BUSINESS.

THERE IS THE WHOLE STORY! Write Today. An Exclusive Proposition Awaits You if You Act When You Read This. The Proof of the Pudding is in the Eating. Send For Free Sample.

H. M. GRIFFON & COMPANY

Manufacturers of Baking Specialties

316 and 318 SO. WABASH AVENUE

CHICAGO

White Flour and its Food Qualities

*By Prof. Harry Snyder, Chief Chemist for the Russell-Miller Milling Co., Minneapolis**

THE word flour is so generally understood that a definition is unnecessary. When a person goes into a grocery store and says, "I want to buy a 98-pound bag of flour," the grocer knows what is meant: the fine bolted product of wheat. Various modifications of the term flour have been proposed, but whenever the modifying terms are such as to suggest that flour is something else than the product of wheat, then it is apparent that such a term is framed with the purpose of either confusing the purchaser and leading him to believe it is the flour that he is used to, or that it is something equally as good; otherwise it would not be entitled to be called flour, either directly or indirectly.

Since the public has formulated definite ideas as to what flour is, they are entitled to the proper protection in the right use of the term. Also the miller who makes flour is entitled to the benefits derived from the accepted meaning of the term, while he who makes fine, blended cereal products of whatever nature should not have the free use of the term flour either alone or in a modified form, as the object of such use is deception. Millers are proud of the term flour and what it signifies, and they do not wish to see the word modified in any way that would bring the name into ill repute.

THE MILLING PROCESS—OLD AND NEW

There has been a gradual evolution in flour-milling processes. The tendency has been to make a cleaner, a more wholesome and a better flour, both for bread-making and other human food purposes. This has necessitated finer grinding of the material and more complete removal of the fiber and wheat offals from the flour.

Semi-civilized man crushed his wheat between specially selected hollowed stones. The principle of grinding or crushing grain was discovered over 5,000 years ago; it has been, and is to-day, used by the savage, semi-civilized and civilized man. It is but natural that this principle should be employed by man, as he is not provided with any special grinding apparatus like the gizzard of the fowl, or the fermenting tank or rumen of the cow. With man the main grinding of the wheat or cereal for food must be done outside of the body. There is no excuse or apology needed for milling wheat into flour. It is a necessity.

Recognizing that the milling of wheat is a necessity, then the only question that remains is: How should the milling be done? There is only one answer: it should be done in such a way as to secure the largest amount of the most valuable nutritive substances from the wheat in the most digestible and available forms for the use of the body. In short, mill the wheat so that the body gets the largest available amount of nourishing materials. There is no other possible way in which this question can be logically answered.

The mechanical features of milling have been gradually developed. Following the crushing, sieves of various forms were used to remove the coarse, branny residue from the fine stock. Sieves were used two centuries and more before the roller process was developed. In the eighteenth century bolting cloths had come into quite extensive use. A description of the process at that time is given in Edgar's "The Story of a Grain of Wheat," page 146:

The wheat was cleaned by a machine consisting of a pair of cylinders or screens and a blast of air.

The grinding stones by this time had become flat and round, and were scientifically furrowed; they ran close together in order that, when the wheat passed through them, the greatest

amount of flour could be produced. The meal was bolted, and the tailings, consisting of bran, middlings and adherent flour, again sifted and reground.

This was essentially the millstone process of milling before Oliver Evans improved upon it; and although it was simple, in spite of its imperfections the flour it produced was so desirable that, from being an insignificant trade, milling grew to be one of the greatest and most valuable industries of the times.

ERRONEOUS IDEAS REGARDING THE PROCESS OF MILLING

There seems to be some popular misconception regarding the mechanics of milling, and these are often promulgated by writers who do not appear to take the trouble to inform themselves upon the subject. The notion of some is that the old millstone flour contained all the bran, or a large portion of it, and that there were either no separations or very limited elimination of the fibrous parts of the wheat kernel in the milling. Such an idea is a mistake.

It is surprising to find how far such erroneous ideas have penetrated our literature. They are at times even seriously repeated by supposedly scientific men. As an illustration, I quote from an article, "Bread as a Food," by Voegtlin, Sullivan and Myers, of the United States Public Health Service. This article appeared in Public Health Reports, Vol. 31, No. 15:

The wheat flour or corn meal was obtained by simply crushing the whole grain between stones, by various means, to the desired degree of fineness. The resulting flour or corn meal, from which the coarser particles of bran were partly sifted out, was then used for bread-making. Accordingly, the bread contained practically all of the nutritive elements of the entire grain.

The rapid increase in the output of wheat and corn and the increase in cost of labor necessitated the invention of mechanical devices for the more economic milling of these cereals. The introduction of the roller mill system in the United States in 1878 represents probably the most important change in this direction. By means of the roller process it was made possible to separate the various parts of the kernel, namely, the germ or embryo, the bran, and the endosperm or starchy part.

It is scarcely necessary to point out some of the errors in these quotations to a body of representative operative millers. However, as the consumer does not possess the exact information of the practical or operative miller, you will excuse the mentioning of a few facts which are well known to you. Corn-milling and wheat-milling are separate and distinct lines of manufacturing.

A corn miller or a wheat miller cannot indiscriminately grind either wheat or corn in the same mill and make a good product of each with the same equipment and installation of machinery. Therefore, the two processes of manufacture must be separately and not jointly considered.

THE ROLLER PROCESS OF MILLING WHEAT

Now as to wheat-milling: the roller-mill process introduced no new system of separations, that is, the bolting or sifting of products, not in vogue in the old mill-stone system. The separation of the bran was made by means of bolting cloths in the old millstone system, and was and is a feature of both the old and the new processes of manufacture. The rolls simply change the method of reduction of the stock, steel rolls being substituted for the millstones.

Along with the advent of rolls a number of improvements have been developed, all of which have added to the quality of the flour, and by quality is meant both its bread-making and nutritive values. These improvements are, first, a more thorough cleaning of the wheat and, consequently, the production of a cleaner flour. It is certainly desirable and laudable to prevent the dirt on the surface of the wheat from getting into the flour. Again, the middlings purifier, by means of air cur-

*Read at the St. Louis Convention of the Fraternity of Operative Millers of America.

rents, removes the flour dust and the fine debris fiber particles. This is also an advantage, as these indigestible fiber particles reduce the food value of the flour.

Furthermore, the introduction of the four- and the five-break roll reductions enables the adherent flour to be more completely separated from the bran and offal than was possible with the old grist-mills. Most of the mills, working with the old process, did not clean up the bran; that is, remove the flour so thoroughly as does the modern process. More flour and better flour is gotten from wheat by the modern reduction process of milling than was possible by the old method. The flour formerly left in the bran is now removed by our more exhaustive system of milling.

Furthermore, in the milling of some wheat, particularly the harder ones, that is, the more glutinous wheats (those richest in the most valuable food constituents), a hard, corneous residue was left, called by various names as sharps and cornel, a hard flour middlings—too hard to grind. This often formed a part of the "shipstuff" or feed. Now these rich, hard, granular, glutinous middlings are reduced and form an essential part of high-grade flours.

MODERN MILLING REMOVES BRAN AND DIRT FROM FLOUR

The old-process flour had a little bran in the form of specs or fibrous particles, and various amount of dirt and flour dust. These are removed in modern flour-milling. To claim that these fiber specks and dirt and dust particles added to the food value of a product is absurd. These fiber and debris particles, according to the authors of "Bread as a Food," are assumed to carry special substances known as vitamins. However, the authors contradict themselves when all their statements are considered along with what actually occurs in the old and new processes of milling.

They state that "These substances (the vitamins) are located in the intact kernel in the outer layer (aleurone layer) and probably also in the germ." These they claim are eliminated in modern milling, but were retained in the old-process milling. This idea is based on an assumption that the bran, or a large portion of it, was retained in the old process, and does not check with what is stated elsewhere: that "the coarser particles of bran were partly sifted out."

Now as millers we ask: If the material is sifted at all, how can part of the coarser particles of bran be removed, and part left? If the stock goes through a sieve, how can part of it be removed and part left when it is all designated alike as coarse bran? In fact there is no known way of sifting so that only "the coarser particles of bran are partly sifted." Such a procedure is both contradictory and impossible. When it is sifted, it is sifted, and that is all there can be to the process.

Now if the bran is removed, these vitamins claimed to be in the aleurone along with the bran must likewise be removed. How can the vitamins be present in old-process flour when the bran is known to have been very largely removed? The fiber "specks" left in the old-process flour did not carry enough of the total bran to affect the vitamin content of the flour when you consider that now, with the more exhaustive process of milling, more of the flour from and near the aleurone layers is recovered than in the case of gristmill flour.

Upon this imperfect differentiation between the old and new processes of flour-milling the entire article, "Bread as a Food," is constructed. The misconceptions of the modern process of milling are perhaps in part due to lack of the right kind of available information upon the subject. The roller process is comparatively new; that is, the substitution of rolls for stones. Hence erroneous notions are easily promulgated, and prejudicial ideas often prevail because of ignorance.

Then, too, these misconceptions form the basis of the advertising literature of some products manufactured to compete as food with bread, the theory being that bread must be attacked and discredited in order to make room for the material that is advertised as a substitute. The objects, however, for attacking flour and bread are very cleverly concealed.

The miller is occasionally accused of removing the bran from the flour for purely mercenary reasons—"he takes out the most valuable and nourishing part and sells a depleted article to the public." What incentive would there be for a miller to take the bran out of his flour and sell it for a cent or a cent and a half a pound, when the flour sells for two and one-half to three cents or more a pound? It certainly would be financially advantageous to the miller to sell bran at flour prices.

The public does not want and will not have a bran-containing flour; the public will not be coerced or cajoled in the matter. It is not a new question, although it is discussed at times as though it were something that had never before been considered. The fact is that bran is too indigestible a material to form a constituent part of flour.

BRAN NOT DIGESTIBLE BY MAN

Several years ago Dr. Atwater, at that time head of the nutrition investigation of the United States Department of Agriculture, in a bulletin, "Principles of Nutrition and Nutritive Value of Foods" (U. S. Dept. Agri. F. Bul. 142, p. 26) stated: "Some foods, however, contain larger proportions of materials upon which the digestive juices cannot so act as to make them capable of being absorbed. Thus the outer hull of the wheat grain contains woody substances which pass through the alimentary canal of man undigested, though animals like cows and sheep can digest a large part of it."

The question is no "old-process flour versus new-process flour; it is "shall flour be ground so as to include any or all of the wheat offal?" It makes no difference how the flour is ground; whether it is between stones or between steel rolls; it is a question of separation and removal of offals. Long before the advent of rolls the question of the relative value of flour with or without the offal was seriously discussed. To call old-process flour indiscriminately whole-wheat flour or graham is a misnomer, or to infer that ordinary white flour can be made only by the present roller-mill system is another misconception. In fact, either the whole wheat or the white product can alike be made by the millstones or by the steel rolls.

Some years ago Hutchinson, of the London Hospital in his work, "Food and Principles of Dietetics," said:

"When we pass on to consider the relative merits of white and whole-meal bread, we are on ground that has been the scene of many a controversy. It is often contended that whole-meal is preferable to white bread, because it is richer in proteid and mineral matter, and so makes a better-balanced diet."

But our examination of the chemical composition of whole-meal bread has shown that—as regards proteids at least—this is not always true, and even were it the case the lesser absorption of whole-meal bread, which we have seen to occur, would tend to annul the advantage. . . . On the whole we may fairly regard the vexed question of a whole-meal versus white bread as fairly settled, and settled in favor of the latter.

The relative merits of white and whole-wheat bread as food have been discussed for over a century. The advocates of the whole-wheat product assert that white bread is inferior, because it contains less nutritive substances.

WHITE BREAD'S VALUE PROVED FIFTY YEARS AGO

About half a century ago the controversy assumed an acute form in England, and a Bread Reform League was established to advocate the use of whole-wheat. Two of the foremost scientists at the time, Sir J. B. Lawes and Henry (later Sir Henry) Gilbert, jointly investigated the question. It is to be recalled that no scientific institution or men have ever enjoyed higher reputations than Rothamstead and Lawes and Gilbert. Some of their conclusions are as follows:

The higher percentage of nitrogen in bran than in fine flour has frequently led to the recommendation of the coarser breads as more nutritious than the finer. We have already seen that the more branny portions of the grain also contain a much larger percentage of mineral matter. And, further, it is in the bran that the largest proportion of fatty matter—the non-nitrogenous substance of higher respiratory capacity which the wheat contains—is found. It is, however, we think, very questionable whether upon such data alone a valid opinion can be formed

of the comparative value of bread made from the finer or coarser flours ground from one and the same grain.

Again, it is an indisputable fact that branny particles, when admitted into the flour in the degree of imperfect division in which our ordinary milling processes leave them, very considerably increase the peristaltic action, and hence the alimentary canal is cleared much more rapidly of its contents.

It is also well known that the poorer classes almost invariably prefer the whiter bread, and among some of those who work the hardest, and who consequently soonest appreciate a difference in nutritive quality (navvies, for example), it is distinctly stated that their preference for the whiter bread is founded on the fact that the browner passes through them too rapidly; consequently, before their systems have extracted from it as much nutritious matter as it ought to yield them.

In fact, all experience tends to show that the state as well as the chemical composition of our food must be considered; in other words, that the digestibility and aptitude for assimilation are not less important qualities than its ultimate composition.

But to suppose that whole-wheat meal as ordinarily prepared is, as has generally been assumed, weight for weight more nutritious than ordinary bread flour, is an utter fallacy founded on theoretical textbook dicta; not only entirely unsupported by experience, but inconsistent with it. In fact, it is just the poorer fed and the harder working that should have the ordinary flour bread rather than the whole-meal bread as hitherto prepared, and it is the overfed and the sedentary that should have such whole-meal bread.

Lastly, if the whole grain were finely ground, it is by no means certain that the percentage of really nutritive nitrogenous matters would be higher than in ordinary bread flour, and it is quite a question whether the excess of earthy phosphates would not then be injurious.

In discussing the subject some years ago with me, Sir Henry Gilbert remarked: "Why should man unnecessarily fill his digestive tract with indigestible material like bran?"

TESTS BY THE U. S. GOVERNMENT

About 18 years ago the United States Department of Agriculture, through its office of experiment stations, inaugurated a series of tests, extending over a period of nearly 10 years, with the view of determining the relative digestibility and nutritive value of ordinary white bread, and entire-wheat and graham breads, when the flours were all made from the same wheats, which were various types and kinds of soft and hard wheats.

"The studies were under the immediate supervision of Prof. W. O. Atwater, chief of nutrition investigations, and Prof. Charles D. Woods, and form a part of the investigations on food of man conducted under the auspices of this office." A number of bulletins giving the results of the investigation were published, notably 67, 101, 126 and 156, United States Department of Agriculture, office of experiment stations.

"The studies are a continuation of the investigations on the nutritive value of cereal products conducted at the University of Minnesota by Prof. Harry Snyder and at the Maine Agricultural Experiment Station by Prof. Charles D. Woods," according to Director A. C. True, of the office of experiment stations. Many of the essential features of the investigation were duplicated by the two investigators at the separate institutions.

The published reports of the investigations cover over 300 printed pages. To enter into the details of the work would be beyond the limits of this paper. Only a general statement of the results and conclusions can be given. Men of various types and following different vocations were fed on bread, and its actual digestibility was determined. The bread and other foods consumed were weighed and carefully analyzed, as were also all of the waste products (urine and feces). From the quantity of food consumed and the amount voided in the indigestible waste, the actual amount digested and utilized by the body was determined.

A quantity of wheat was divided and ground into the three types of flour, ordinary white flour, graham, and whole-wheat from which a portion of bran had been removed. A squad of men were fed for several days on white bread; then following an interval of rest whole-wheat was substituted for the white bread, and then graham bread was fed. Then another lot of

different wheat was milled in the three ways, and other squads of men fed in the same and in reverse order.

The yearbook of the United States Department of Agriculture, 1903, contains an article, "Wheat, Flour and Bread," by Harry Snyder and Charles D. Woods, from which the following is quoted:

THE DIGESTIBILITY OF BREAD

A knowledge of the digestibility of any food material is of prime importance, for two reasons: In the first place, unless it is completely digested a portion of it does not serve to nourish the body at all, because only that part of the food that is digested and absorbed from the alimentary canal can be thus utilized, and, in the second place, some indigestible materials act as irritants in the alimentary canal, and while they may stimulate the excretion of the digestive juices they sometimes increase peristalsis, thus hastening the contents along too rapidly to permit complete absorption, with the result that nutritive material which otherwise might be absorbed and serve to nourish the body is lost with the indigestible materials. In estimating the nutritive value of food material, it is therefore necessary to consider not only its composition, but also, and more particularly, the proportions of its different nutrients that are digested and utilized.

In connection with the nutrition investigations at the Maine and Minnesota stations, upward of 100 digestion experiments have been made with young, healthy men, with bread from different grades of flour ground from hard and soft wheats from Indiana, Michigan, Minnesota, Dakota, Oklahoma and Oregon. In these investigations great care was given in each case to the securing of different grades of flour from the same lot of wheat, to the production of bread from the flours, and to all other details of the experiments, in order to secure uniformity of conditions, and thus insure fairness and reliability in comparison. The results of these experiments therefore give very definite information regarding the relative digestibility of bread from different grades of flour.

The larger number of these experiments were made with graham, entire wheat and standard patent flours from wheats from different sections of the country. The averages of the results with these three grades of flour give the following as the proportions of nutrients that were digested from the different flours, these factors being commonly termed coefficients of digestibility; standard patent flour, protein 88.6 per cent. and carbohydrates 97.7; entire wheat flour, protein 82 per cent. and carbohydrates 93.5; graham flour, protein 74.9 per cent. and carbohydrates 89.2.

The digestibility of the fat was also determined in some cases, but for the most part the results were believed to be too low, and are therefore omitted. The quantity of fat in bread is too small to permit of accurate tests of its digestibility. This is a matter of no importance, however, as bread is not considered as a source of fat in the diet. The very common custom of eating butter or some other fat with bread is in reality but a method of supplying this deficiency.

It will be seen that there is a considerable difference in the digestibility of the nutrients in the three kinds of bread, the variations in the protein being larger than the carbohydrates. For both nutrients the digestibility of the standard patent flour was the greatest, and that of the graham flour was least. This is true not only for the averages of the tests with the different flours, but also for the individual tests.

With some of the wheats the differences in the proportion digested from the different flours were not so wide as with others; and in some cases also there were very noticeable differences between the subjects with respect to the completeness of digestion; but with all the subjects, and with all kinds of wheats thus far tested, the uniform result was that the digestibility of the standard patent flour was the highest, that of entire wheat the next and that of graham the lowest. Concordant results were obtained in artificial digestion experiments.

BRAN ALWAYS LESSENS DIGESTIBILITY

Differences in digestibility of the flours containing the branny portion of the wheat are sometimes attributed to the fineness with which the coarse materials are ground. This is doubtless true to some extent, and may in part explain why whole-wheat is more digestible than graham because the whole-wheat flour is somewhat more finely ground. But even when bran is reduced to a very fine powder it is not so well digested as flour, and its presence in the flour decreases rather than increases its nutritive value, because it decreases the digestibility. This was observed at the Minnesota Station in some experiments with Oklahoma wheat.

Bran removed in producing the patent flour was ground very fine, and was added to some of the flour, 14 per cent. as much bran as flour, or about the proportion in which it was removed during the milling. This increased the protein content of the

flour to 15.3 per cent. as compared with 15.1 per cent. in the flour without the bran. The digestibility of bread made from this mixture, as compared with that of bread from the same flour without the bran, was as follows: Bread with bran, protein 85.9 per cent. and carbohydrates 93.3; bread without bran, protein 91.6 per cent. and carbohydrates 97.8.

Thus, while the addition of bran to the flour increased the proportion of the nutrients but a trifle in amount, it decreased the digestibility very decidedly, so that the digestible nutrients in the flour with bran were only 13.2 per cent. of protein and 67.5 per cent. of carbohydrates, while in the same flour without the bran they were 13.8 per cent. of protein and 71.1 per cent. of carbohydrates. What little was gained in increase of nutrients by the addition of the bran was more than offset by the failure of the bran to be digested.

It is evident, therefore, that the defective digestibility of the bran is not due entirely to imperfect grinding, though it is worthy of note that the bread from the mixture of ordinary flour and finely ground bran was more digestible than that from either graham or entire-wheat flour for the same lot of wheat.

A number of experiments were also made to study the effect of adding germ to patent flour. As in the experiments with bran, the germ removed in milling standard patent flour from Oklahoma wheat was finely ground and mixed with some of the standard patent flour in a larger proportion than was removed during the milling, the mixture containing about 93 per cent. flour and 7 per cent. germ. The digestibility of the nutrients of bread made from this mixture was as follows, the data for the patent flour without the germ being also given for comparison: bread from mixture, protein 90 per cent. and carbohydrates 97.6; bread from patent flour, protein 91.6 per cent. and carbohydrates 97.8.

The digestibility of the protein in flour with the germ added was slightly less than in the same flour without the germ, while that of the carbohydrates was practically the same in both. The digestible nutrients in the flour with the germ, computed by use of these results, would give a trifle more protein and slightly less carbohydrates than in the flour without the germ. There was, therefore, practically no gain in nutritive value by retaining in the flour the germ that is ordinarily removed in the milling.

In this discussion a special consideration has been given to the protein and carbohydrates, and no mention has been made of the mineral matters, among which are the phosphates of the wheat so popularly considered of especial virtue. This omission has been intentional, for the reason that yet not enough is known concerning the metabolism of mineral matters in the body to warrant a discussion of the value of those contained in the flour.

Such investigations as have been made suggest that the supply in the ordinary diet is more than sufficient to meet the demands of the body. In the experiments it was observed that the quantity of mineral matters in the feces was from a third to a half as large as those in the bread, but it cannot be said how much of the excreted material pertained to the undigested bread and how much was from other sources. In view of such lack of knowledge it would be futile as yet to compare the three grades of flour with respect to their value as sources of mineral matter.

While the coarser grades are not more nutritious than the finer flours, there are many cases in which they are especially desirable, as, for instance, for persons of sedentary habits and occupations, because their stimulating of the alimentary tract may help to procure a larger secretion of the digestive juices and also to overcome a tendency to constipation. This, however, is a purely physiological action, and should be considered apart from the nutritive value.

Finally, it may be said that wheat flour of all the various grades is one of the cheapest, most digestible, and most nutritious of human foods, and well worthy of the high estimation in which it is generally held. The use of different sorts of wheat flour is a convenient way of giving variety to the diet, a matter which is of no little importance.

THE RESULTS OF INVESTIGATIONS SUMMARIZED

In summarizing the results of 56 digestion trials, extending over a period of eight years, Woods and Merrill, in United States Department of Agriculture O. E. S. No. 143, p. 55, state:

In general, the digestibility of a ration, whether simply bread and milk with a little butter and sugar, or a more varied diet, was decreased when the change was made from white bread to entire-wheat bread, and still further decreased when either was replaced by graham bread, the remainder of the diet being, of course, the same in all three cases. The differences are sufficient to indicate that, even though graham flour contains the most and white flour the least total protein of the three, the body would obtain more protein and energy from a pound of entire-wheat than from a pound of graham flour, and still more from a pound of white flour than from a pound of either of the others.

Prior to these American experiments, Meyer and Voit, of Munich, had made an extended series of digestion experiments

upon breads made from white and graham flours. The bread made from the fine white flour "yielded the highest percentage of digestible nutrients" (U. S. Dept. Agr. F. Bul. No. 112). It is interesting to note that the experiments of Voit were performed over 40 years ago, and before the first roller-mill plant was installed in Budapest in 1874, and they are a most significant answer to the question raised by Voegtlin, Sullivan and Myer in "Bread as a Food." Before the use of rolls for the reduction of wheat, the question as to the comparative digestibility and food value of fine flour and coarse flour containing the bran had been determined by Voit and in favor of the fine, white flour.

As to Carl Voit, a short quotation from "The Fundamental Basis of Nutrition," by Graham Lusk, of Cornell University Medical College, p. 4, is given: "Carl Voit, to whom more than any one else the world owes its fundamental knowledge of nutrition, was accustomed to say in his lectures, 'continued decompositions of matter are always going on in the living cells, and the energy liberated in these decompositions is the power upon which the motions of life depend. Phenomena of life are phenomena of motion.'"

A long list of scientists could be given who have made investigations relative to the digestibility and nutritive value of breads, and, without exception, in favor of white bread. The objections to white bread as a food almost invariably emanate from men who have made no study of its digestibility and real value as a food, and their objections largely rest upon assumed hypotheses as a basis, and not upon real facts.

VITAMINE PRODUCED DURING GROWTH OF YEAST

Before leaving this subject of the digestibility and comparative nutritive value of white and whole-wheat flours, a word should be said about vitamins. Vitamines are something new and, being new and a strange word, is easily conjured with. Vitamines are certain nitrogenous compounds, produced during the growth of yeast. They do not contain any phosphorus. They are akin to the protein, and found most abundantly in foods of high protein content.

Any vitamins located in the bran or aleurone layer, surrounded by cellulose, would not be digested or available to the body. A chicken might grind in his gizzard some of the aleurone layer so as to make vitamins available, but man has no gizzard to grind such material. Why worry about the indigestible vitamins in bran because the yeast in its growth and development makes vitamins? In fact, Funk first obtained vitamins from yeast. When bread is made with yeast, and milk is used, it is enriched with the most active and valuable vitamins known.

People should know more about vitamins before discussing them so promiscuously. Some are not to be mentioned in polite society. Funk's class III of vitamins is nicotinic acid (a derivative from nicotine, found in tobacco). Some of the vitamins are akin to those drugs that have an exciting action upon certain organs of the body, are not a subject for general discussion. And yet you will hear vitamins mentioned as if they were fragments of the philosopher's stone of the days of alchemists.

Had Koch's lymph, made from the semen of the goat and the rabbit, and much heralded in the seventies as an elixir of life and a rejuvenator of youth, only been brought out at the present time and then connected up with the vitamine theory, it would have been still more awe-inspiring. It is fascinating to theorize on the "essence of life," and men are prone to do so in every age, often forgetting hard and well-established facts and distorting and bending others so as to fit them into some dream theory. We can well afford to be conservative about vitamins, neither ignoring them nor considering them universal "cure-alls." We are all from Missouri to-day, and we "will have to be shown."

THE VALUE OF FLOUR ON A COST BASIS

When we compare flour with other foods as to cost and nutrients, its real value stands out most prominently. A pound of flour sold at retail from three to four and a half cents per pound contains from 9 to 12 per cent. or more of the protein

nutrient, and yields about 1,600 calories or energy units. A pound of beef retailing at 15 to 25 cents contains from 12 to 15 per cent. protein, as purchased, and yields from 600 to 1,200 energy units.

Foods vary in so many ways that it is often difficult to make rigid comparisons. It is evident, however, that five pounds of flour, costing as much as one pound of beef, supply nearly four times as much protein and eight times as much energy as the beef. While it is not the intention to convey the idea that meat in the dietary should be entirely replaced by bread, the amount of meat in many cases could advantageously be reduced and the consumption of bread increased. Such change would be desirable, not only from a pecuniary point of view, but there would be a gain in wholesomeness.

Touching upon this point, Prof. Rubner, a pupil of Voit, one of the most eminent dieticians of our time, at the fifteenth international congress on hygiene and demography at Washington, in 1912, said:

It is a fact that the diet of the well-to-do is not in itself physiologically justified; it is not even healthful for, on account of false notions of the strengthening effect of meat, too much meat is used by young and old, and by children—and this is harmful.

But this meat diet is publicly sanctioned; it is found in all hotels; it has become international, and has supplanted almost everywhere the characteristic local culinary art. It has also been adopted in countries where European culinary art was unknown. Long ago the medical profession started in opposition to the exaggerated meat diet, long before the vegetarian propaganda was started. It was maintained that flour foods, vegetables and fruits, should be eaten in place of the over-large quantities of meat.

IMPORTANCE OF A PROPER PROTEIN BALANCE

To maintain a proper supply of protein in the food is a matter of prime importance. Good bread is most excellent for maintaining a proper protein balance. Hence the necessity of encouraging the production of strong glutinous wheats by our farmers in preference to the more starchy but often larger yielding varieties. Wheat flour diluted with starch would fail to supply the body with the requisite nutrients.

There is a great difference in the value of proteins from different sources. Some proteins, as albumen of egg and casein of milk, meat proteins and the glutenin of wheat, occupy the first position as materials for complete nutritional purposes; that is, they promote growth, repair tissues and enable all of the functions of the body to be carried on properly. Other proteins, as the zeins of corn, have a very low value for promoting muscular growth, but they are of value for the maintenance of the body or for fattening mature animals. Hence, in speaking of proteins, it is always well to mention their origin and relative values.

For purposes of balanced nutrition it is well to have the proteins supplied liberally and from a number of foods, but when strict economy demands, flour and bread can form a large part of the dietary, as wheat flour contains proteins which are available for complete nutritional purposes.

The recent investigations that have been made concerning the composition of the proteins and their comparative nutritive value show that flour occupies a very high place. Any attempt to decrease the amount of protein in flour by the addition of starch from any source, or by the addition of both starch and another cereal protein less in amount and of lower nutritive value, as the blending of wheat and corn goods, only lowers the food value of the blended product when compared with wheat flour.

While bread is commonly called "the staff of life," it takes even a more prominent part in the nutrition of the average laborer than is generally appreciated. The United States is not one of the largest bread-eating nations. The average annual consumption of wheat in this country, according to government statistics, is given as 5.3 bus. per capita; this would be equivalent to about 240 lbs. of flour, assuming this to be average flour (total mill-run) and to test 11.50 per cent. protein.

On the basis of standard dietary tables, this flour would furnish from 40 to 45 per cent. of the protein consumed by an average family. In addition, the flour supplies 50 per cent. of the total energy yielded by all of the foods consumed. The average cost of flour per individual is less than \$10 per year. No other food can compare with it in cheapness and nutritive value. It is a cheap food and a good food. What more can be said?

HINTS TO THE BAKER

There are housewives and bakers who do not know how to make the best use of flour, or to make as good bread as the flour is capable of producing. Whenever there is an improvement in the quality of bread, its consumption is increased. People eat what they can afford, and what they like. It is not economical to eat poor bread, because good bread is the cheapest, most nutritious and most wholesome food that there is. It is not only to the best interest of the farmer and of the miller and baker to encourage a better understanding of flour and a larger use of bread, but it is also beneficial to the consumer, as it points the way to a cheaper and better food.

No food has taken such an important part in civilization and development of a man as wheat. To a large extent wheat bread has been the means of enabling him to change his habits from those of a savage to a civilized state, by supplying food through the peaceful pursuit of agriculture, rather than by the uncertain returns from combat and the chase. Bread, which has taken such an important part in shaping the destinies of mankind, and which is now one of our chief and most nourishing foods, is well worthy of careful study. There is a great dearth of knowledge of the whole subject of foods and their nutritive value, and this is confined not alone to the average individual but is alike shared by persons who have had more than average educational advantages.

The modern roller process of flour-milling, including the thorough cleaning of the wheat, and the use of the middlings purifier for the removal of flour dust and debris particles, is a most decided advance over the old gristmill method of making flour. The advance is in harmony with approved scientific principles. Flour that is better for bread-making, cleaner flour and a more nutritive and a more wholesome flour is now made by reason of the improvements incident to milling. As progress has been made along all industrial lines, particularly those relating to food, it is not surprising that it should also be made in the milling of wheat.

Whenever progress is made it is an advance. Knowing that industrial progress takes place, it would be unnatural to assume that flour-milling has taken a step backward, or to assume that milling had attained such a perfection when the flour was made by crushing the wheat between stones that no further progress was possible.

Millers are proud of their vocation, and they are jealous of the good name of their products. Whenever their goods are assailed or maligned they stand ready to defend them. Millers should defend their products when attacked, even when the attack is the result of ignorance and is not with malicious intent.

He who helps grow the wheat, mill the flour or make the bread of a nation is doing something of which he may well feel proud. Operative millers, as a class, are a body of men who stand high among the producers of useful things; and while they have improved the quality of their flour, they have lost none of the rich inheritance and the fine spirit of manhood possessed by the Old Miller of Dee.

"The bread I eat my hands have earned,
I covet no man's gold."

"Let every one his neighbor serve,
As served he'd like to be."

Such was the Miller of Dee, and such are many of the millers of to-day.

The Baking Business in Canada

Speech Made by Mr. Parnell, of the Spiers-Parnell Baking Co., Winnipeg, Before the Winnipeg Rotary Club

BETWEEN the producer of bread and the general public there lies a gulf of misunderstanding, which, so far, seems impossible to bridge or clear up in a satisfactory manner. I think this has been largely brought about by the fact that up to about twenty years ago the bread business was conducted in a very small way and by, in a great many cases, just as small men, in most unsanitary places by employees who mostly lived with their employers, practically working night and day for a bare existence, and who hardly ever saw their homes and families more than once a week. The tendency of all this was to lower the standard of manhood and moral tone of all concerned, to such an extent that the unscrupulous employer could and, no doubt, did do and allowed acts to be done which were not in the public interest. The public having had this drilled into them by the press (and may I say rightly so) we, who are in the business to-day have found it very hard to educate the public to the fact that a different condition of things does now exist, and that we of to-day who are in the business, should not be connected with the days and conditions of which we here speak. In addition to this there has been at no time in the history of our country a more deep seated agitation or keener demand for sanitary conditions in the manufacture and delivery of food products than at the present. The minds of all thinking people, and especially those in authority, having to do with

the health of the community believe that a great many of the diseases that prevail to-day are either directly traceable to the unsanitary conditions under which the food products are manufactured, cared for or delivered, or if not directly the cause, do in a great many cases help to aggravate and make the disease more dangerous than it otherwise would be under proper conditions.

We naturally then ask ourselves what has been done to remedy these conditions as it relates to so important a diet of food as bread, which is used in every household and on the table at least three times a day.

Realizing that the premises, once the home of bread-making and the system of handwork then in force, was a positive menace to the health of the public they have to a large extent been demolished and in their place has come the new modern bread factory of which Winnipeg can proudly boast of three of the most up-to-date on the North American Continent. These factories, with their spacious rooms, ventilated in the most scientific manner, with their floors and walls a marvel of cleanliness—the mixing machines, which thoroughly incorporate all the ingredients so that the very best possible results are attained; the automatic weighing machines, which have with ordinary care settled the vexed question of light weight being palmed off on an unsuspecting public; the traveling provers and moulding machines, which to a



Snapshots taken at the recent Northwestern Convention



We Doubled His 10¢ Bread Sales

Yes Sir! D-O-U-B-L-E-D them. Here is the unquestionable evidence. Read it.

"Wish to inform you that the week previous to our starting your business building campaign, our total bake of large bread was 8,398 loaves with 1,203 returned, making about 14% stale. As compared with last week, after running the campaign 60 days, we show a bake of large bread of 15,382 loaves with 653 returned, or a stale of 4%."

The quotation tells of a net increase of over 100%. It is only one of many cases we can tell you about when we put before you the inside facts of

CRUVER SALES BUILDING SERVICE For Wholesale Bakers

Our service is economical, sound and productive. It has been worked out by men who know every angle of the bread selling game—how to create new business and how to hold it.

The sales service is not new and untried. Its value is **proven** because it has won in some of the hardest bread markets in America.

GET THE FACTS

about Cruver Sales Building Service for Wholesale Bakers—what it is—what it does. The coupon brings the information without obligation to you.

Cruver Mfg. Company
2456 Jackson Blvd.
Chicago, Ill.

Member National Assoc'n
Master Bakers

MAIL THIS NOW!

CRUVER MFG. CO.,
2456-60 Jackson Blvd.
Chicago, Ill.
Send me the details of your Sales Service for Wholesale Bakers.
Name _____
Address _____
Man to Address _____

This Bread is Permanent



California **RAISIN BREAD**
Made with **SUN-MAID RAISINS**

has come to stay. It is now a national institution—a national food. We are spending thousands of dollars advertising this bread for you. Millions of people will read about it in full page advertisements every month throughout the year in *The Saturday Evening Post*. Millions more will see colored pages in *The Ladies' Home Journal*, and other millions will read about it in local newspapers. Never before has a baker's product been so advertised.

New Business—New Profit

Bakers everywhere are taking advantage of this sensational advertising to get new business and new profits. Do the same yourself. Make this bread *right*, with *plenty* of raisins, and people will eat it who never cared for raisin bread before. They appreciate the enormous food value in this combination of wheat and raisins. Let us help you get this new business. Write today for full information and dealer's helps.

California Associated Raisin Co.

Membership 8000 Growers

FRESNO, CALIFORNIA

(264)

large extent do away with the necessity of the loaf being touched by hand; the modern bake oven, whose fire and dirt as in the old oven, does not come in contact with the loaf in any way whatever; with its dining rooms, shower baths and toilets for the health and comfort of its employees, seems to complete an equipment that measures up to the standard set by our health authorities to such an extent that they are unable to suggest any improvement—that the bread manufacturer of to-day gives careful attention to the selection of all ingredients which go to make a loaf of bread. They are examined as to their purity; the flour is thoroughly cleansed of all foreign matter by being put through sieves before using, and if the baker has any doubts as to the contents and purity of any ingredients he has only got to send it to one of the agricultural colleges, when for a small sum he can have it analyzed and a report submitted which is independent and final.

The employee is given every encouragement with discipline and system everywhere prevailing. His hours are fixed—being 54 per week; the wages paid being nearly double what they were a few years ago, and every care is taken to have none but healthy men in the factory.

Wherever practical the loaf is wrapped—machines for this purpose having been introduced at considerable cost; waxed paper being very largely used for this purpose; but I desire to say here in answer to some criticism asking why we do not wrap all bread that the reason it is not done is that it is not a practical proposition.

In the delivery department the same care is exercised in the selection of salesmen. Rules and regulations are laid down for their guidance. Inspectors are appointed to a certain number of routes with a superintendent over the whole department. They are not allowed to have anything to do with the horses or stables; the very best of wages are paid and yet this department gives us a great deal of trouble owing to the fact that when a salesman leaves the yard he becomes a law unto himself as to his manner of handling the loaf and general conduct, and if he does not carry out our rules and regulations he is the one the public see, and as a result, for this one man's act the whole business is condemned and I am sorry to say in too many cases are shielded by the customer and general public, making it very hard for the manufacturer to make a remedy.

In view of all these changes and improvements one naturally asks what has been the result to the consuming public? We might say, without fear of contradiction, that among the many benefits derived, two stand out most prominently. First—that whereas under the old conditions the loaf was of a very indifferent and irregular quality—this prevailing to such an extent that no more than twenty per cent. of the total consumed was made in bakeshops—that to-day the bread made in Canada is classed among the best anywhere, and the percentage used runs as high as ninety-five per cent.

Second—That the price of the loaf is as cheap to-day as under the old method. In fact, when you consider that since the war began that flours had gone up from fifty to seventy-five per cent.; that all ingredients we now use, such as sugar, fats, malt extracts, etc., have risen in price from thirty-three to fifty per cent.; that horse feed of all kinds has gone up at the same ratio; that to-day seventy per cent. of the total delivery is direct to the consumer instead of as it used to be to the store-keeper, thereby making costs for the delivery alone fifty per cent. greater than under the old system; that the employees' wages are double; that their hours have been reduced nearly one-half, I make bold to say that had it not been for the fact that the business now has men engaged in it with capital, large ideas and foresight to buy at the right time, that this good City of Winnipeg would now be paying seven cents instead of the usual five cents.

Industrial Review

Fred Beyer, formerly of Brinkley, has opened his new bakery in Yellville, Ark.

The Star Bakery in Whittier, Cal., has changed hands, James McLeod selling out to Elmer Skinner and N. B. Hill, who plan to make extensive improvements in the establishment. Mr. Skinner has been connected with the business for several years in the capacity of baker.

William Pfander has re-entered the bakery business in Essex, Conn.

Charles Anderson, of Spokane, Wash., has taken over the bakery formerly conducted by Mr. Hart, deceased, in Stites, Idaho.

J. C. Cress recently opened a new bakery in Cambridge, Idaho.

E. E. Howard, formerly of Winamac, has purchased the Meriman bakery in Bluffton, Ind., and has started to remodel it. The business office will be enlarged, and the store room made smaller.

J. B. Bonham has opened a bakery in Harveyville, Kans. He will also have a lunch room in connection with the bakery.

Thomas M. Kirk has engaged in the bakery business in Lenora, Kansas.

George Schoetz is successor to C. G. Siegert in the bakery business in Hanover, Kansas.

F. D. Seyler has opened a new bakery in Scranton, Kansas.

L. T. McNamara has purchased the Winthrop Bakery in Winthrop, Maine.

Emil Selbert, a practical baker, has purchased the interest of Willis Gardner in the bakery business in Sparta, Mich.

B. Taulbert, formerly of McComb, has purchased the City Bakery in Brookhaven, Miss.

J. W. Almquist has opened a new bakery at 1209 Lamine street, Sedalia, Mo.

A. M. Baird, formerly of Glenwood, has leased the Model Bakery in Kahoka, Mo.

W. H. Boatright has purchased the Pleasant Hill Bakery on First street, Pleasant Hill, Mo.

The John Swansen bakery in Winnebago, Neb., has been sold out to W. C. Fritz.

I. H. Feary has become the owner of the Corner Grocery and Bakery formerly operated by R. F. Steinkamp in Seward, Neb.

Frank Todd has sold his bakery in Blairstown, N. J., to George Ogden and Hans F. Wittig, the latter baker at Blair Hall since September.

Theodore Clewell has purchased the Peters bakery at Nescopeck, Pa.

* * *

New Compensation Law in Kentucky

The recently introduced workmen's compensation bill has now been passed in both branches of the state legislature and will become a law as soon as signed by the Governor. This bill was first passed by the Senate, after several amendments which cut down its effectiveness considerably. However, the house restored it to its original form before passing it, and it was returned to the Senate which then passed it in its original form. The bill is quite similar to those in effect in many other states, and makes compensation, compulsory in effect, those not abiding by the law being deprived of certain common law defenses.

* * *

Bakery for Onondaga Orphans' Home

The Onondaga Orphans' home, in Syracuse, N. Y., needs a bakery. The State law says this establishment must not be located in a basement, so a new building for the purpose will be built. The officers, trustees, and managers have started a campaign to get money for the building of the bakery. Pledges will be redeemed on October 1.



This Autocar has not Missed a Day's Service Since Purchased in 1914

The Tasty Baking Company, of Philadelphia, has been using the Autocar to handle incoming and outgoing freight since November 1914. They say: "This machine has not missed a day's service since we bought it and what few repairs were necessary have been taken care of by the Autocar Company outside of our regular working hours. The cost of repairs has been so low that we consider it so far the best investment that we have made in our business".

Write for illustrated catalog C and list of over 3,000 concerns using Autocars in every line of business.

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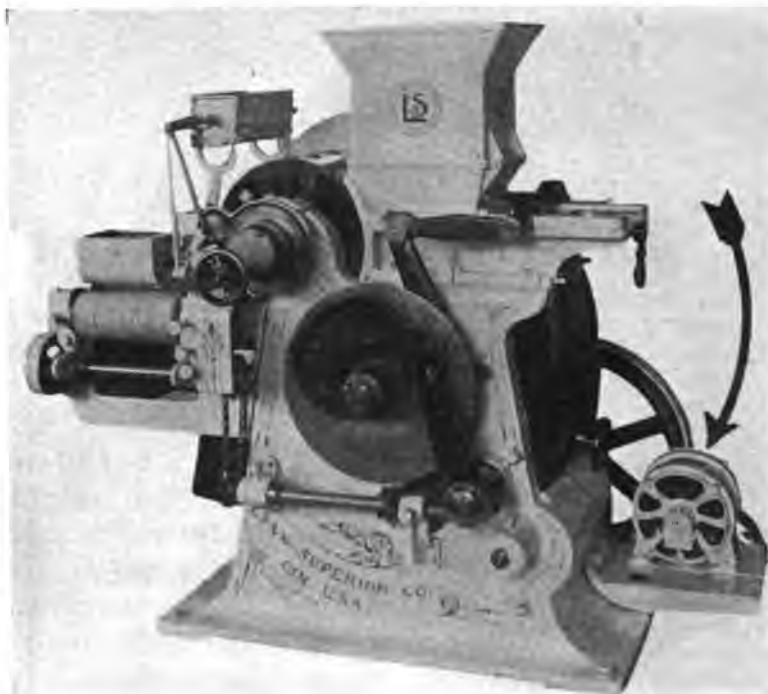
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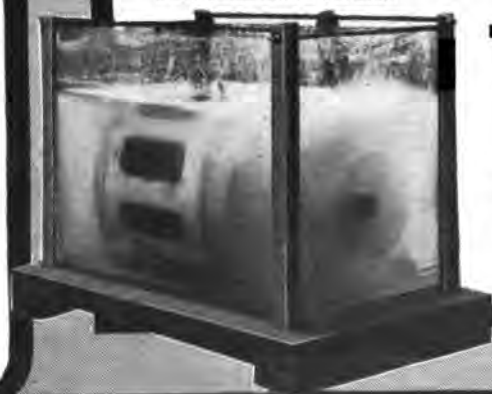
The Lincoln production department concentrates its whole energy on making this one simple piece of machinery — and making it right.

The Lincoln engineers have no "hobby" save improving Lincoln Motors and adapting them to baker's machinery and other special requirements.



Lincoln Motor driving Bakers Machinery

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The Lincoln Electric Co.

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Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

The Art of Making Water Crackers

Written for Bakers Review, by Gluto

This term applies to all unfermented crackers and includes pilot bread, ship bread and hard tack, hand made water crackers and in fact, all crackers not included in sponge and sweet goods.

While it requires care to mix properly, it is a relief to a foreman to change from sponge goods onto water crackers even for a short time, for sponge doughs require attention from the beginning until they are baked. In a number of bakeries the work is planned as much as possible to bake water crackers on Mondays, by so doing it overcomes Sunday work.

In most of the cities on the seacoast there is a large demand for pilot bread as it is carried and used on board steamboats and sailing vessels on account of the keeping qualities. There have been bakeries that made a business of baking no other kind of crackers but pilot bread. The same is true of hand-made water crackers. Within the past few years a number of fancy water crackers have been made, as water thins and rockforts. They are baked on wire pans, suspended on trays in very hot ovens and take on a beautiful brown color and make a very attractive cracker. They are made as follows: To one barrel of Michigan patent flour, use two and one-half pounds salt, five pounds lard, two dozen eggs and nine gallons of water at 90 degrees Fahr. After making a clear dough, it is taken from the mixer and run through a brake a number of times, twenty is none too many, for, by so doing a fine grain is given to the crackers that cannot be obtained in any other way. It is run on a panning machine and cut either with a round or small square cutter. The dough will take, and hold, an impression stamped upon it, either a name or emblem. In baking the edges curl slightly upward, or cup, giving them a nice appearance. They are sold mostly in packages.

For Pilot bread a good quality of winter wheat flour should be selected; one that is short and yet has strength to spring in baking and make it light. To one barrel of flour add sixteen pounds of lard, one and one-half pounds salt and eight gallons water at a temperature of 120 degrees Fahr. Much depends on the mixing. If the dough is made by hand, rub the lard into the flour and after adding the water and salt mix light and clear before pressing the dough together. There is a special mixer for making the dough. It is in the form of a cylinder with knives inside which revolve rapidly and cut and clear the dough without grinding it. The dough is run on a regular cracker machine and cut with a round die five and one-half inches in diameter. It is peeled up and baked on the oven bottom. A tile bottom oven is preferable to iron plates.

Edinburghs

1 bbl. Ohio patent flour	4 ozs. bicarbonate of soda
16 pounds lard	1 pound salt
4 ounces tartaric acid	6 gallons sweet milk

Sift the flour, soda and acid together and rub the lard well into the flour. Add the salt and milk and make a clear dough. Brake thoroughly and when smooth and silky, work down to one-fourth inch in thickness and run on a panning machine with an engraved, round cutter. Bake in a hot oven on wire pans suspended on racks.

Water Wafer or Rockforts

1 bbl. strong winter wheat flour	7 ozs. tartaric acid
12 lbs. butter	7 ozs. bicarbonate of soda
12 pounds lard	8 ozs. salt
7 gallons water	

Sift the flour and rub the butter and lard into it. Dissolve the soda and salt in the water; add, and while mixing sift in the tartaric acid through a fine sieve. Make a clear dough and let it lay ten minutes, then mix a second time for a few minutes and after laying another ten minutes run on a panning machine, one-fourth inch thick and cut with a small square cutter. Bake on wire trays, the same as Edinburghs, and water thins.

Marie Biscuit

210 lbs. short flour	5 gals. sweet milk
49 lbs. powdered sugar	24 ozs. bicarbonate of soda
27 lbs. lard	12 ozs. tartaric acid
3 qts. corn syrup	6 ozs. ammonia

Cream the sugar and lard and beat in the syrup. Dissolve the soda and ammonia in the milk, add and stir well together. Dump in the flour and while mixing sift in the tartaric acid. Mix well and brake into sheets, let it lay two hours. Use little dust in making forms and run on a panning machine, three-eighths inch thick and cut with a fancy round cutter. Bake on wire pans in a good heat and dry out well in oven. Use enough steam to give a glossy, rich finish.

Petit Beurre

210 lbs. short cake flour	24 ozs. cream tartar
45 lbs. fine granulated sugar	24 ozs. ammonia
35 lbs. lard	20 ozs. salt
3 qts. corn syrup	5 gals. sweet milk
24 ozs. bicarbonate of soda	8 ozs. vanilla extract
4 ozs. compressed yeast	

Dissolve the salt, ammonia, soda and yeast in the milk and pour into a mixer. Add the sugar, lard, vanilla and syrup and turn on the power for a few minutes. Dump in the flour and while mixing sift in the cream tartar. After making a clear dough, brake cut into sheets and let it lay two hours. Run on a panning machine, three-eighths inch thick and cut with a Petit Beurre cutter. Bake on wire pans in a good heat with small quantity of steam. Dry out well in the oven.

Osborne Biscuit

98 lbs. strong winter wheat flour 4 ozs. bicarbonate of soda
 12 lbs. powdered sugar 4 ozs. ammonia
 12 lbs. butter 8 ozs. cream tartar
 3 gals. sweet milk

Sift the flour, cream tartar and soda together. Rub the butter into the flour and add the ammonia, dissolve in the milk, and the sugar. Mix well and make a clear dough and then brake out into sheets, clear and smooth to give a nice grain. Let it lay one-half hour and run on a panning machine, quite thin and cut with an oval cutter. Bake on wire pans in a good solid oven until they are brown.

* * *

Now, What is a Macaroon?

Does the use of glucose in a product marked "macaroons" in place of the so-called standard ingredient, sugar, constitute an adulteration within the meaning of the food law, or is it a case of misbranding? The Federal Court of Appeals for the First District holds that a conviction for misbranding was correct, but that a conviction for adulteration was an error. The defendant, the F. B. Washburn Co., of Brockton, Mass., had been convicted on both counts by the Federal District Court in Massachusetts.

* * *

"Round Table Conference" at Salt Lake City

The following letter has been sent to the presidents and secretaries of the Ohio, Michigan and Indiana associations by the secretary of the National Association:

We have been advised that there is some misunderstanding with regard to the proposed "round table conference" at the Salt Lake convention, for which we asked you to name a delegate or delegates at your recent convention; and that some bakers have conceived the idea that the convention itself is to be conducted by delegates.

This is entirely an erroneous impression, and might be so serious in its results, that we should appreciate any effort you are willing to make to correct it.

The facts are as follows: The Salt Lake convention is to be conducted on the same basis exactly as former conventions of the National Association; that is to say, the privilege of the floor and the privilege of voting belongs to every individual member as heretofore; and we are making a special effort to have the convention attended by as many individual members as can spare the extra time and money to make the trip. We hope the great attractions of the trip, together with the certainty of an instructive program and some special features will attract a large number of bakers.

An extra or outside feature is the plan of holding a so-called "round-table conference" of bakers representing every State and group-State association in the country. We shall try to have representatives also from unorganized States. We want to consider the relations of the State and group-State organizations to the National Association on the one hand, and the local clubs and associations on the other; and to ascertain how each may possibly be made more useful to the others.

If there is any unanimity of opinion among the conferees, the result will probably be a general report of the proceedings to the several bodies represented, making suggestions for their con-

sideration during the year; and a call for another conference, to be more formally planned and conducted, and held during the next National convention—looking to the possible formulation of definite recommendations for eventual adoption. You see there is no idea of "springing" anything on anybody.

It is impossible to tell what may develop at such a conference; but it can be said that the terms of the call do not provide for definite action of any kind. Matters of great import to the organization of the industry may develop—or nothing may develop. It depends a good deal upon the character of the delegates, and the spirit of the meeting; but it should be made clear that the conference is not a part of the regular program, and that the convention itself will probably hear nothing of it officially for another year, if at all.

I thought I had made all this clear in my original letter on the subject, and I am not advised how much misunderstanding there may be—simply that there is some. I have tried to make it more clear in similar requests sent to the Southeastern States and to Oklahoma, and will try to have the matter understood at all the State conventions as they are held. Also, I will offer this letter for publication in the trade journals.

I should be glad to have your opinion as to whether you think the matter needs further attention in your State.

Routes to Salt Lake City

We have had a number of letters from bakers in various parts of the East who say that they would like to get into correspondence with other bakers who expect to attend the Salt Lake Convention and who intend to continue their journey westward, after the convention, to some of the coast cities and back by some different route than that by which they traveled west.

There will be published shortly a statement concerning the various routes it is possible to take after leaving Salt Lake visiting other parts of the west and in returning east, with considerable information about such trips. The secretary of the National Association will be willing, and in fact very glad, to receive from bakers any statement as to their choice of routes in order that they may be put into communication with others who may desire to take the same route, and thus make up pleasant parties for post-convention journeys.

* * *

Rotarian Bakers to Meet

The International Association of Rotary Clubs will meet at Cincinnati, Ohio, July 16 to 21. The bakers' section will be in session on Tuesday afternoon, July 18. John Korn, of the Korn Baking Co., Quincy, Ill., is chairman, and Ben S. Weil, of The Banner Grocers' Baking Co., Cincinnati, Ohio, is vice-chairman.

* * *

As we understand it, the general idea of the meeting of trade sections in International rotary conventions is that thereby rotarians in the same business may be brought together for their material benefit and for the development of worth-while suggestions of service to the whole trade.

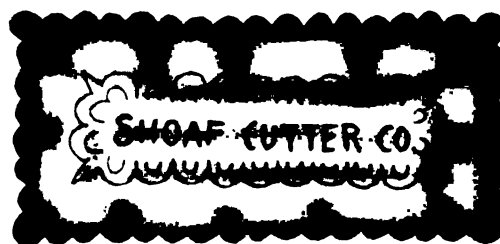
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SHOAF CUTTER COMPANY - - - Indianapolis, Ind.

Taking Care of the "Cranky" Customer

A Few Points of Interest that Should Prove Valuable

By G. D. Crain, Jr.

NOT long ago a tailor who has been in the business of cutting up cloth for 30 years sighed as he looked up from his ledger, where he had been running over the lessening accounts of his former customers, and said:

"Pretty soon we'll have left only the business of the cripples and the cranks."

In this admission of the made-to-measure man that a great many people were able to get along without his individual services, there is a suggestion that is applicable to other fields. Few business men, wholesale bakers or others, are seeking the trade of the business "cripples;" on the other hand there may be some advantage in looking into the status of the cranks. What about them?

There are cranks in nearly every business, and the bakery trade is no exception to the general rule. Sometimes the crank is born that way, and can't help impressing those who deal with him with the fact that his grouch is in good working order. On the other hand there are others who are frequently labeled "cranks" merely because their methods are nice, using that much abused word in its most restricted sense.

That sort of crank has justification for his crankiness, for the general tendency in business is to do things "the easiest way." The man who makes a special effort to get everything just so, no matter how long it takes, is usually put down as a crank. And because he doesn't make the speed some others do, he is classed with the mental cripples, whereas he is merely a bit more particular than the average run of folk.

Of course, in this day when 100 per cent. is the goal of every efficiency man, and when even 99 44-100 doesn't seem quite satisfactory, the man who is careful, but slow, doesn't get the applause he once did. Accuracy is wanted, but rapidity of

movement comes first. The heroes of the success stories of the last generation, by Horatio Alger, Jr., and his school, were always careful, substantial, even slow. Nowadays the requirements of success are snap, speed and dash. Perhaps a system of that kind wears out the human machine a little faster than the old one—but then, look how much more of life can be compressed into a few years than was possible away back in the nineteenth century!

CRANKS NOT ALWAYS UNDESIRABLE

But, getting back to the subjects of cranks and crankiness, it is not always well to decide that just because Mr. So-and-So is in the habit of complaining, he is an undesirable man to have on the books. Of course, nobody likes to have complaints; it is rather irritating to have to spend time in settling them, usually a profitless and disagreeable task. It is much nicer to have the business closed up without any kicks, and to assume that all the bread being shipped out or delivered is hunky-dory and that everybody is satisfied.

As a matter of fact, however, it is unlikely in this world of care and trouble that any business, no matter how carefully run, is going to escape errors; and the cranks are useful, if for no other reason than they call attention to the mistakes. Some buyers, who are just as exacting in their demands are not cranky; but when the delivery clerk or shipping clerk or the wholesale baker himself makes a mistake, they promptly decide to do business elsewhere, so that the baker is not given the opportunity to bring about the reform in respect to the error committed in a particular case.

Inasmuch as some large concerns employ men and spend money for the purpose of studying their business critically and analytically, from the standpoint of the outsider who is looking



for defects, rather than for good points, it is evident that it is well to seek the flaws in the business structure as well as the strong features. The latter will take care of themselves; but it is the other things which escape notice, and may go right on killing business, unless some of the cranks insist on calling them to the attention of the wholesale baker himself.

CRANKS GIVE AN OUTSIDE VIEWPOINT

Not every baker—indeed probably very few bakers—can afford to keep an efficiency man around all the time going over the plant, watching methods in the various departments until the finished product is in the hands of the retailer and keeping his eye on charges and credits. Hence, if the occasional cranky customer is able to get the attention of the master baker by rising up and storming because errors were made here or there in the handling of his business, he is really doing the concern a favor, and is deserving of its thanks, providing always that the kick is based on a legitimate proposition.

Of course there are some who are placed in the "crank" category who are merely kickers and who kick on general principle, irrespective of the correctness of the complaint. They kick in the belief that they are getting their bread for less, or are insuring a better selection by making a noise of this kind—or in some cases just because they like it. Cranks of this kind are like the baseball player who believes in "beefing" with the umpire, not because that dignitary has necessarily made a mistake, but to impress him with the danger of giving the other side the breaks on the close ones.

Then, too, there is the man who labors under the impression that he is one of the few honest men in the world, and who suspects the other fellow of always trying to put something over. Even in the bakery business it pays to assume that your customers are endeavoring to give you an even break, until it is demonstrated that such is not the case. Doing business on this basis will, at least, make for a more pleasant atmosphere in your office, whereas the necessity of maintaining a continual attitude of suspicion is somewhat hard on the disposition.

But, assuming that the so-called crank has merit in his complaint and that "somebody blundered" in taking care of his business, the thing to do is not merely to adjust the proposition, as far as that transaction is concerned, but to study the question so that the whole machinery of the business can be arranged to eliminate the error thereafter. Experience is the best possible teacher and complaints, unpleasant as they frequently are, form the most valuable part of the business man's book of experience. It is poor policy to throw this into the discard or to file it away where it will never be seen again; in short to "forget it" as the average man likes to do regarding the unpleasant features of his business. It is much more profitable in the long run to take the complaint apart, look over its component details, and determine whether or not there is likelihood, under the circumstances, of this particular mistake being made again.

Most successful businesses look to the outsider just like any others of the same kind. The writer has in mind a concern which failed for a quarter of a million not long ago; to him, and to many others (including several shrewd bankers) this house looked like Success, with a capital letter, and on that basis was able to get practically unlimited credit. When the crash came it was found to have been putting up a most impressive front, but to have nothing back of it except cool determination, some juggled statements and a few little things like that. The banks had been hypnotized into taking the appearance for the real thing.

THE LITTLE THINGS THAT COUNT

The wholesale baker, or any other baker, who wants to be successful, should realize therefore, that this will consist not in having a good looking plant or store, some neat and pleasing looking baskets and hampers, or a spanking delivery outfit; these are fine if they happen to be appropriate to the business, but are not necessarily essential to a successful enterprise. It is the little things pertaining to the service given the customer

that count, and hence seeing that the service is maintained is a good deal more important, in the long run, than merely providing the atmosphere, so to speak, of a successful establishment.

And right here it so should be remembered that one of the most important things about the cranky customer, especially the wholesale baker's, is the fact that he is often made cranky by the particular requirements of his own customers. The bread and rolls and pies and cakes bought of the wholesale baker are ordinarily bought to be sold again. The first buyer often learns about the poor quality or at least the uneven quality of his bread by the remarks of his own customers, and he is acting as a transmitter for them to speak through when he voices those complaints to you. When you receive a complaint, therefore, it is not one buyer speaking, but perhaps many, depending on the size of the complainant's business. While it might be practicable to treat a single complainer without much consideration, if the complaint appeared to be unreasonable, the fact that the customer is standing in front of several hundred "ultimate consumers" who in the end must be satisfied if your business is to remain on a permanently profitable basis, puts an entirely different face on the proposition.

Each complaint, it goes without saying, should be handled on its merits, sifted to the bottom and settled as satisfactorily to all concerned as the facts will allow. Because a man has a reputation of being a kicker, don't therefore assume that his kicks are without reason. Perhaps he is just enough smarter than his competitors to be able to determine when he isn't getting full measure in quality and quantity. Perhaps he has discovered something in your business that you ought to know. Perhaps he is doing you a favor in kicking at all.

Besides, the cranky customer, if he is cranky because he thinks he has reason to be, is going to respond to the sort of treatment which careful consideration of every complaint will insure. He is going to be made to feel that he isn't regarded as a crank, but as a friend of the house. And he is going to be made glad by the friendly, businesslike way in which every kick, no matter how inconsequential, is taken care of and disposed of.

The wholesale baker who can satisfy "the cripples and the cranks" ought to be good enough for anybody. If you can make pleased customers out of those whom others pass up as confirmed cranks, you are assured of satisfying those whom it is easy to please. And the cranks, as a whole, are numerous enough to justify special attention.

* * *

Book Review

The Manufacture of Ice Creams and Ices is the title of a new book just published by the Orange Judd Co. The authors are J. H. Frandsen, M. S. A., head professor of dairy husbandry in the University of Nebraska, and E. A. Markham, formerly instructor in dairy manufactures in the same university.

The subject of ice cream making is treated in this book interestingly, practically and yet thoroughly.

There are many bakers who are interested in the manufacture of ice cream, and who should be able to find much valuable material in this book. The following are the main subjects discussed: The Cream Supply, Pasteurization and Its Effect on Quality and Swell; The Use of Condensed Milk, Milk Powders, and Homogenized Cream; Stabilizers—Their Uses in Ice Cream; Flavoring Materials—Sources and Preparation; Preparing the Ice Cream Mixture; A Simple, Easy and Understandable Classification of Ice Cream and Ices; Ice Cream Formulas, Including Detailed Information for the Making of Each Class of Ice Creams, Ices and Sherbets; The Freezing Process; Mechanical Refrigeration; The Ice Cream Factory—Its Location and Equipment; Factory Management; By-Products and Side Lines; Ice Cream Baking as a Side Line for the Small Creamery.

The book is profusely illustrated, and contains 325 pages, 3½x8 inches. The price is \$2.00 per copy, and orders will be filled by Bakers Review.

Timely Hints to Bakers

Under the above head, John Price Jackson, commissioner of Labor and Industry in Pennsylvania, has issued an interesting folder. Special emphasis is placed on the fact that each bakery employe should "co-operate with your employer in keeping the shop clean; daily clean-ups and frequent scrubbing are absolutely necessary." Other "hints" contained in the folder are:

Do not go into the open air direct from the bake room or while overheated unless properly protected from the cold. Sudden exposure of this kind frequently leads to pneumonia or rheumatism.

Flour dust irritates the lungs and increases your chances for developing tuberculosis. Handle flour and empty bags carefully. Do not shake out empty bags in the workroom.

If you have a sore on your hand or arm, quit work until it is well. Handling dough, bread, and tools lengthens the time for it to heal.

Good lighting is necessary for good eyesight and good health. Have clean windows and plenty of light but avoid a direct glare, particularly from lights shining into your eyes instead of onto your work.

Bakers often have pains in their feet and legs. If you have this trouble, consult a doctor. It is probably a flat foot, and not rheumatism, and the advice of a doctor should be carefully followed.

Do not clean any machine while it is in motion. Many serious injuries have resulted from disobeying this rule.

The Safety Standards for Bakeshops published by the Industrial Board of the Pennsylvania Department of Labor and Industry refer almost entirely to the shop itself. One section, however, entitled "Personal Sanitation," applies to the baker himself:

No person suffering from a communicable disease shall be employed. Persons working in bakeshops shall be subject to medical inspection under the supervision of the Department of Labor and Industry. Outer clothing used by bakeshop workers when on duty shall be of washable material (preferably white) and shall be kept clean at all times. The smoking, snuffing, or chewing of tobacco or snuff, the scraping of hands and arms with a knife to remove the dough, the open blowing of the nose, expectorating, wetting the finger in the mouth and all other insanitary personal practices are forbidden.

♦ ♦ ♦

A New Peel

Bruce & West, of Cleveland, Ohio, will soon announce the placing on the market of a new peel, which is claimed to be a new departure in the peel-making art. It is still being demonstrated, as the manufacturers do not wish to place it on the market until it has been perfected. The new peel is 30 inches over all, instead of 24 inches to the shoulder. It has a plate, which is re-inforced and held in place by two saw handle screws. We understand that the new product is manufactured by a Chicago concern.

Women to Inspect St. Louis Bakeries

Thirty women residents of St. Louis, Mo., have undertaken the task of personally inspecting each of the 600 bakeries of that city. The inspections will be made under the auspices of the Missouri State pure food commission and the Consumers' League. The findings will be made a part of the public records. Not only will the condition of the various bakeries be filed for record and action taken if necessary, but the Consumers' League will publish the names and standing of each bakery inspected.

♦ ♦ ♦

A New Moulder

Louis Eckel, of Mount Vernon, N. Y., has just secured a patent on a new dough moulder in which it is claimed that the dough descends through a spiral platform, and is handled with just sufficient force to do the work without killing the dough. Mr. Eckel claims that this machine can be used where a great deal of rye bread is moulded, inasmuch as it keeps the skin whole and prevents it from being torn. The machine is said to be capable of moulding dough pieces of varied sizes.

Grand Prize *Panama-Pacific Exposition
San Francisco, 1915*

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Liquor Chocolates
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are prepared for the varied uses of bakers and confectioners—sweetened and unsweetened; light, medium and dark—to suit your requirements. All of these Chocolates, whatever the difference of color or flavor, are absolutely pure, smooth to use, and possess that uniformity so necessary for confectioners' use.

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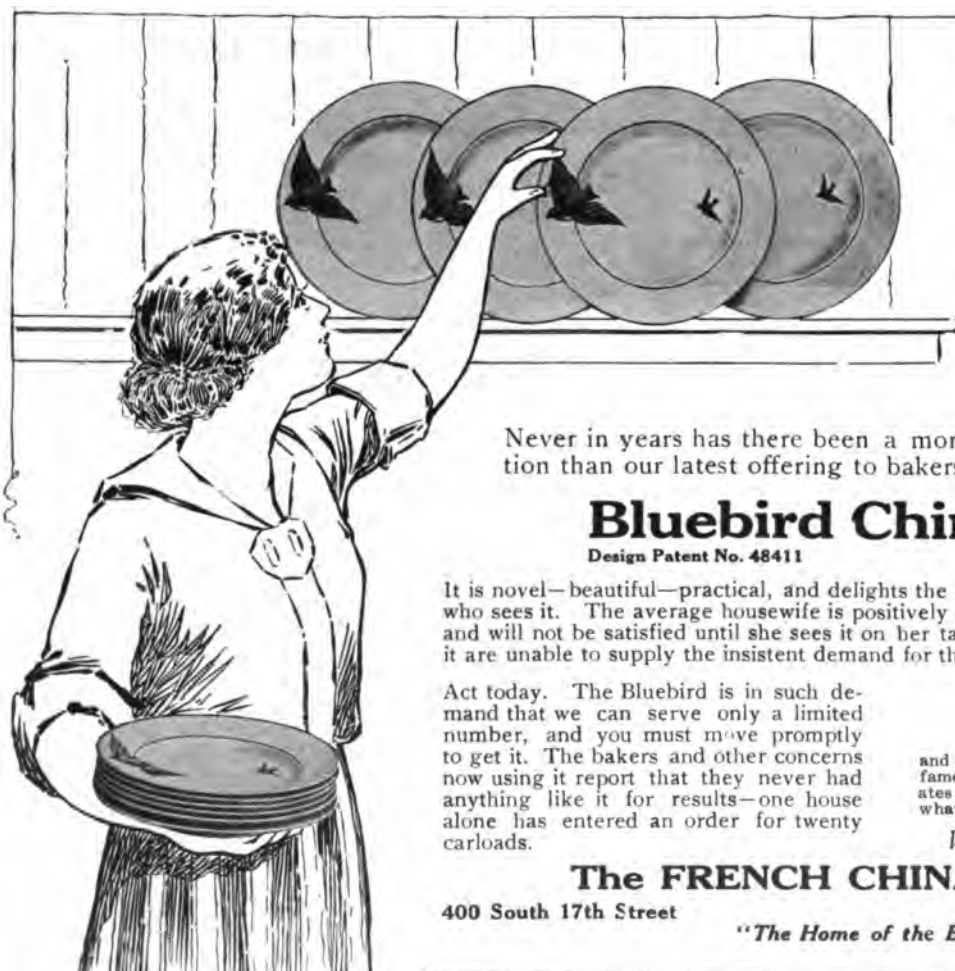


THIS is where ARGO CORN SUGAR (The Ideal Bread Sugar) is manufactured and refined. This sugar is especially popular today. First, because of its efficiency; second, because it sells at 2½c. per pound under cane sugar.

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Every Woman Loves the Bluebird

Never in years has there been a more popular dinner ware decoration than our latest offering to bakers for premium use—

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Design Patent No. 48411

Patented January 4, 1916

It is novel—beautiful—practical, and delights the eye and artistic taste of every one who sees it. The average housewife is positively clamorous for a Bluebird dinner set, and will not be satisfied until she sees it on her table. Department stores that handle it are unable to supply the insistent demand for the Bluebird.

Act today. The Bluebird is in such demand that we can serve only a limited number, and you must move promptly to get it. The bakers and other concerns now using it report that they never had anything like it for results—one house alone has entered an order for twenty carloads.

Take advantage of this popularity

and use Bluebird ware as a premium on our justly famous Dinner Set Advertising Plan, which operates without cost to you. What you sell pays for what you give away—this is absolutely true.

Write today for our proposition

The FRENCH CHINA COMPANY

400 South 17th Street

"The Home of the Bluebird"

SEBRING, OHIO

FLOUR

Directory of Leading Mills and Distributors Who Sell to Bakers Direct

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Bakers are Invited to write to any of the above Concerns for Baking Samples and Prices.

Red Jacket

Patent Flour

Quality Guaranteed

We also manufacture all grades
of Rye Flour, both pure and
blended. : : : : :

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Wheat Patent---It
is guaranteed to
please discriminat-
ing bakers who
want good flour.

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Coldwater, Michigan

BIXOTA

"THAT LOOKS GOOD TO ME"
says the satisfied Customer



BIXOTA WINS EVERY TIME
smiles the successful Baker

WRITE FOR A SAMPLE AT ONCE
YOU CANNOT AFFORD TO WAIT! DO IT NOW !!

RED WING MILLING CO

• RED WING • MINN. •

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is unlimited, and that is why you can depend on our service and the quality of our flour.

Things done in your shop, you can watch yourself and know they are being properly attended to; but you can't go to the mill and watch the flour that is being made for you.

It is good business, therefore, to get your main supply from a mill large enough to supply every demand you make on it promptly, and so watchful of its own affairs that you can absolutely depend on the quality of its flour.

Seal of Minnesota

"The Great Flour of the Great Flour State"

frees you from all anxiety on each of these points. It is made in a mill of large capacity which grinds regularly day after day under the ever watchful care of experts who do not guess at anything.

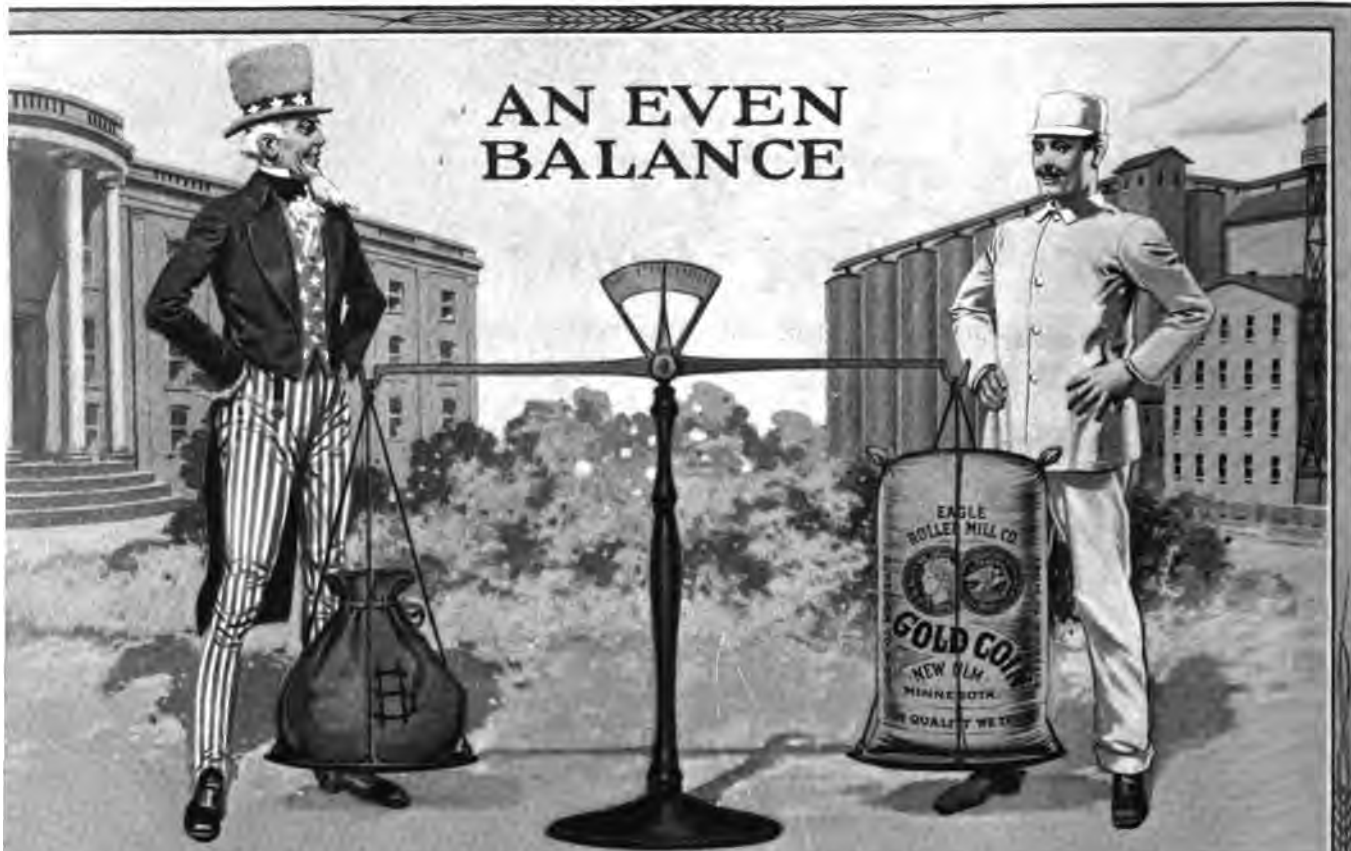
We have been growing, too. An indication that old customers stay with us year after year and that new ones are joining them.

We want you to know our flour and our service. We would like an opportunity to study and supply your needs. *Let us hear from you.*

New Prague Flouring Mill Company

New Prague, Minn.

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The Standard for Quality



Only the Best Wheat is used to make *GOLD COIN FLOUR* and with great Sanitary and Scientific care in the milling of this flour, there is but one result—

The Flour Must Be The Best

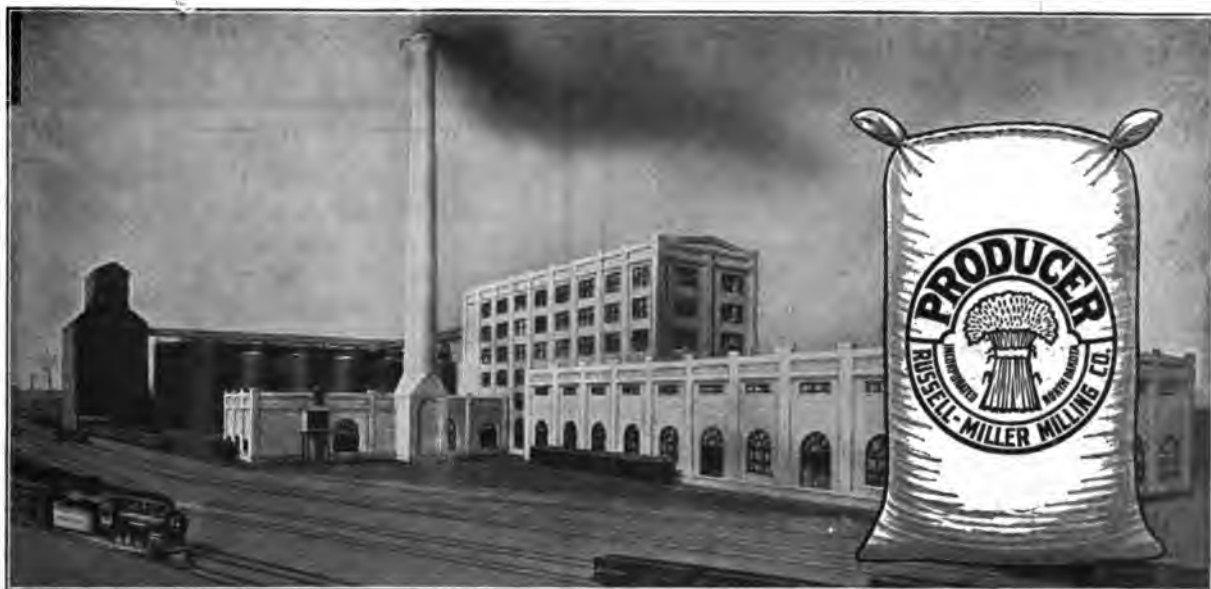
This is what we claim and users will verify its truth.

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WHEAT FLOUR - - - - 5000 BARRELS
 RYE and CORN PRODUCTS - 1000 BARRELS
 ELEVATOR CAPACITY - 2,600,000 BUSHELS

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MINNEAPOLIS MILL - Modern, Sanitary, Perfect

PRODUCER FLOUR

PRODUCER is a highly glutinous hard wheat flour, milled especially for baker's use.

Its excellent strength and uniform working properties, the bread quality and yield, considered with the moderate price, give "Producer" Flour an unusual value.

It will pay you to prove these facts to your own satisfaction. Write for quotations.

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MINNEAPOLIS, MINN.

Get the PROFIT-FACTS About BIG-PROFIT FLOUR

1. *Five to twenty more loaves* to the barrel.
2. "**Osota**" is the best Spring patent for bread quality.
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4. The flour can cost *more* yet the bread cost *less*.
5. Bake *more* loaves for *less* money, *sell more for more money*.

Let us send you baking samples which will enable you to demonstrate these profit-points about our flours—or, at least, write for the facts that mean bigger money for baker and flour merchant alike.

Also get our Weekly Market Bulletin.

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The Strategic Millers

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The good reputation and high quality of Corner Stone Flour have been continuous since 1877, and, if the wishes of our customers are to be granted, will last forever. Corner Stone Flour will make a solid and strong foundation for your business. It is made of the best Minnesota and Dakota Hard Spring Wheat. Write for baking samples and prices—now.

*Knead the Sample
and you'll buy a Car*

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used in baking gives that much desired texture; greatest customer satisfaction being the result. ¶ Made in the famous Cataract Mills of Minneapolis since 1871—almost half a century of flour satisfaction given to the better bakers—it's popularity is constantly increasing.

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For Bakers It's a Money Maker

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AND
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will you use a cheap flour after you have baked once with

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under the Brand
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WE have recently doubled the capacity of
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increasing demand for our products.

Why not join our prosperity and use

**Golden Palace
Flour**

It will give you that prestige over your
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looking for.

There is no time like the present to make
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CAKE
and
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NOT only chemical analysis, which is essential to all good flour, but every known practical test proves the quality of Larabee's Best beyond question.

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COSTS CENTS—SAVES DOLLARS
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 Increased capacity.

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FOR BAKERS USE

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—a point of advantage that should make a lasting impression on the minds of careful buyers of good flour. "Thunderbolt" Flour has great powers of absorption—it goes farther. So much for ECONOMY. "Thunderbolt" isn't *nearly* right—it is **ALL** right. We buy "choice" wheat at a price that would make most millers hesitate—this means **QUALITY**.

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can be relied on to the last degree. Made from the choicest wheat which is thoroughly cleaned and milled in a most modern mill, by skilled millers. **MOR-DOH** assures you of uniformity at all times—every barrel—every car load—every shipment. This means that as far as flour is concerned, you will bake more bread of the better kind.

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—each carload like its mate
—that means dependability.
That means you are sure
your bread will always be the
same, and it will be the best
if you use

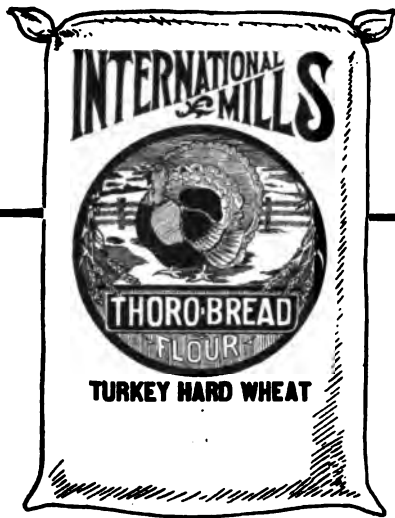
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yield producing quality will
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Milling Company**
Great Bend, Kansas





Thoro-Bread Flour

is made from the best Turkey Hard Wheat. Greatest care is taken in the milling which makes it

All That the Name Implies

It gives your loaf a better texture and its water absorbing qualities make it economical.

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Makes Better Bread!

We make Hunter's Flyer---The flour that's always right. You bake it into bread that's always right. See the point?

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*Build your trade with a
Strong Foundation*

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FLOUR**

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Tell at a glance the Qualities of Flour for Baking Purposes

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Our Scientist will work to solve any technical problem in the baking industry.

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In our school of baking we teach flour from A to Z, but we do not stop there. Flour alone does not make bread. We teach about yeast, sugars, shortening agents, milk, malt extracts, water, warmth and the purpose each serves in bread.

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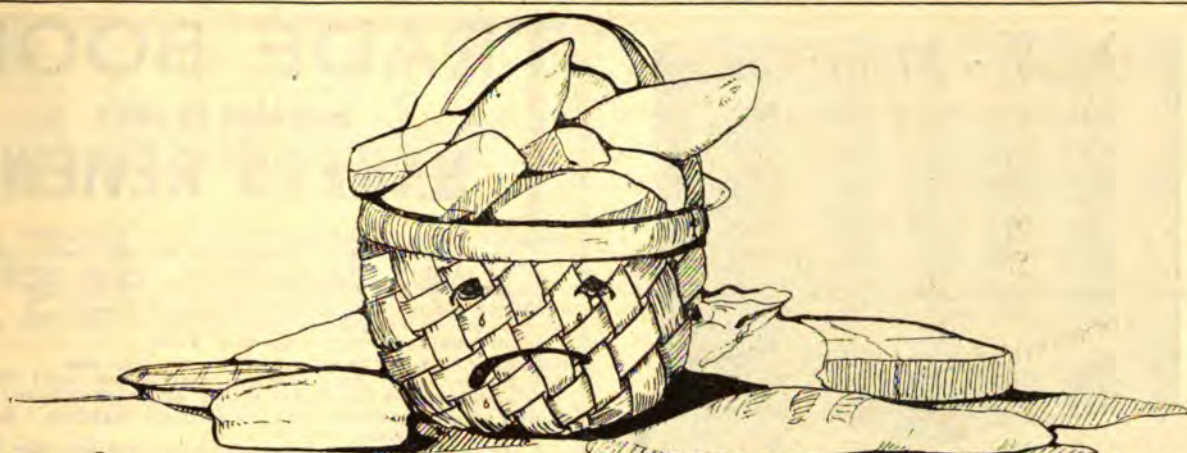
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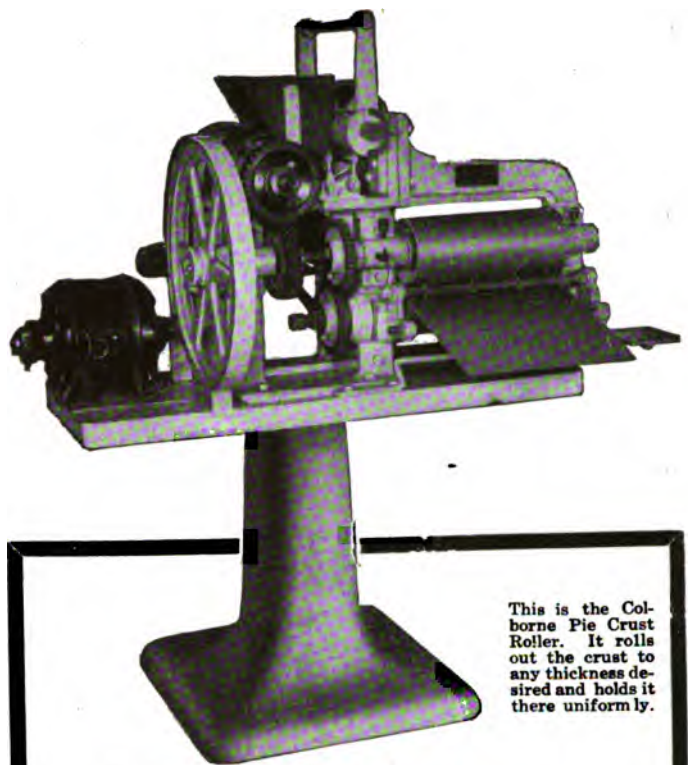
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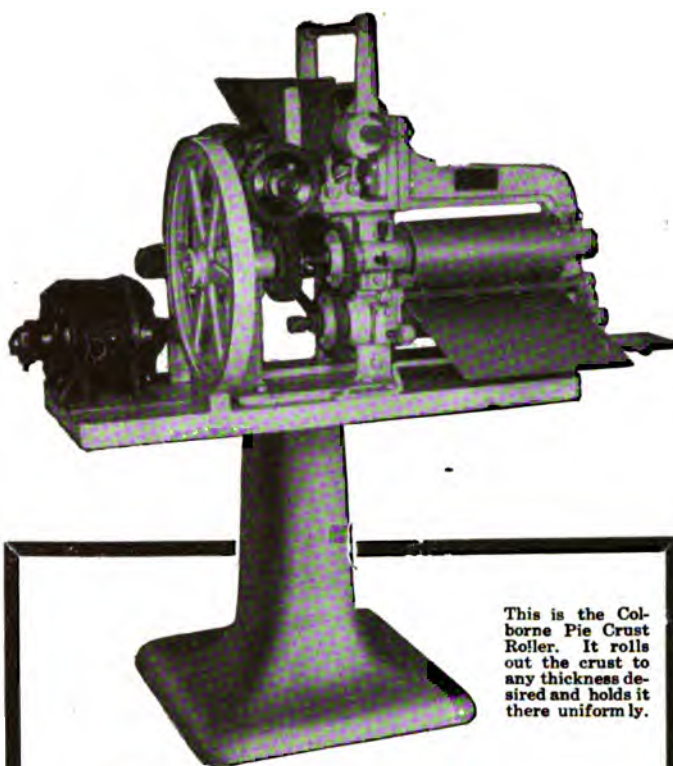
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Jaburg Brothers, New York.

Read Machinery Co., York, Pa.

Thompson Machine Co., Belleville, N. J.

Triumph Mfg. Co., Cincinnati, O.

Werner & Pfleiderer Co., Saginaw, Mich.

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EDUCATIONAL

Columbus Laboratories, Chicago, Ill.

Selbel Institute of Technology, Chicago.

Operative Miller Laboratories, Chicago, Ill.

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Jaburg Brothers, New York.

Layton Co., The John, New York.

Merrell Soule Co., Syracuse, N. Y.

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Lincoln Electric Co., Cleveland, Ohio.

Westinghouse Electric & Mfg. Co., Pittsburgh, Pa.

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Hussing, W. D., St. Louis, Mo.

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Fuchs, H., New York.

Jaburg Brothers, New York.

Also at all Supply Houses.

FIXTURES

Bauer, S. C., & Son, Brooklyn, N. Y.

Goebel & Diesness, Chicago.

Jaburg Brothers, New York.

Also see Show Cases and Supply Houses.

FLOUR

Corn Meal, Hominy, Etc.

American Homing Co., Indianapolis, Ind.

Sweet, W. L. Co., New York.

Rye Flour

Bay State Milling Co., Winona, Minn.

Blodgett Milling Co., Janesville, Wis.

Sweet, W. L. & Co., New York.

Stern & Son, B., Milwaukee, Wis.

Spring Wheat Flour

Barber Milling Co., Minneapolis, Minn.

Bay State Milling Co., Winona, Minn.

Big Diamond Mills Co., Minneapolis, Minn.

Blodgett Milling Co., Janesville, Wis.

Campbell, L. G., Milling Co., Blooming Prairie, Minn.

Commander Mills Co., Minneapolis, Minn.

Crescent Milling Co., Fairfax, Minn.

Eagle Roller Mill Co., New Ulm, Minn.

La Grange Mills, Red Wing, Minn.

Listman Mill Co., La Crosse, Wis.

National Milling Co., Toledo, Ohio.

National Milling Co., Minneapolis, Minn.

New Prague Flouring Mill Co., New Prague, Minn.

New Ulm Roller Mill Co., New Ulm, Minn.

Phoenix Mill Co., Minneapolis, Minn.

Pillsbury Flour Mills Co., Minneapolis, Minn.

Plymouth Milling Co., Le Mars, Iowa.

Red Wing Milling Co., Red Wing, Minn.

Russell Miller Mfg. Co., Minneapolis, Minn.

Sheffield King Mfg. Co., Minneapolis, Minn.

Stern & Son, B., Milwaukee, Wis.

Tennant & Hoyt, Lake City, Minn.

Washburn Crosby Co., Minneapolis, Minn.

Wells Flour Milling Co., Wells, Minn.

Winter Wheat Flour

Coombs Milling Co., Coldwater, Mich.

Hunter Milling Co., Wellington, Kans.

International Mill & Elev. Co., Sterling, Kans.

Ismert-Hincke Mfg. Co., Kansas City, Mo.

Kansas Mfg. & Exp. Co., Kansas City, Mo.

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Sparks Milling Co., Alton, Ill.

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Howard Wheat and Flour Testing Laboratory, Minneapolis, Minn.

Operative Miller and Baker Laboratories, Chicago, Ill.

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Wahl Efficiency Institute, Chicago, Ill.

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Horton, Pembroke D., Philadelphia, Pa.

Jaburg Brothers, New York.

Lynn-Superior Co., Cincinnati, O.

Koenig-Keller Co., Lancaster, Pa.

Maag, The Aug. Co., Baltimore, Md.

Mills, Thos. & Bro., Philadelphia, Pa.

Read Machinery Co., York, Pa.

Rockwell, L. A. Co., Brooklyn, N. Y.

Thompson Machine Co., Belleville, N. J.

Triumph Mfg. Co., Cincinnati, O.

Werner & Pfleiderer Co., Saginaw, Mich.

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Crown Maltose Co., Chicago, Ill.

Mechel Mfg. Co., Chas., Milwaukee, Wis.

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Gottschalk & Co., Reedsville, Pa.

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Thompson Machine Co., Belleville, N. J.

Triumph Mfg. Co., Cincinnati, Ohio.

Werner & Pfleiderer Co., Saginaw, Mich.

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Lincoln Electric Co., Cleveland, Ohio.

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Jaburg Brothers, New York.

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Petersen Oven Co., Chicago, Ill.

Standard Oven Co., Pittsburgh, Pa.

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Werner & Pfleiderer Co., Saginaw, Mich.

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 Meek Oven Co., Newburyport, Mass.
 Mills, Thos., & Bro., Philadelphia, Pa.
 Taylor Instrument Co., Rochester, N. Y.
 Zaubits, Aug., New York, N. Y.

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 Blodgett Co., G. S., Burlington, Vt.
 Hubbard Oven Co., New York and Chicago.

Meek Oven Co., Newburyport, Mass.
 Middleby-Marshall Oven Co., Chicago, Ill.
 Middleby Oven Co., New York, N. Y.
 Reid Portable Oven Co., Buffalo, N. Y.
 Roberts Portable Oven Co., Chicago, Ill.
 Triumph Mfg. Co., Cincinnati, O.

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Champion Machinery Co., Joliet, Ill.
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PAPER

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PUBLICATIONS

Bakers Review, New York, N. Y.
 Braun, Emil, Dayton, Ohio.
 Giesandt, Fritz L., Boston, Mass.

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Day, J. H. Co., Cincinnati, O.
 Harton, Pembroke D., Philadelphia, Pa.
 Jaburg Brothers, New York.
 Johnson, H. A., Co., Boston, Mass.
 Peerless Wire Goods Co., Lafayette, Ind.
 Meek Oven Co., Newburyport, Mass.
 Read Machinery Co., York, Pa.
 Roberts Portable Oven Co., Chicago, Ill.
 Triumph Mfg. Co., Cincinnati, O.
 Union Sanitary Rack Mfg. Co., Albion, Mich.

Werner & Pfleiderer Co., Saginaw, Mich.

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 Union Wrapping Mac. Co., Joliet, Ill.

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Thomson Machine Co., Belleville, N. J.

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 Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.

Triumph Mfg. Co., Cincinnati, O.
 Thomson Machine Co., Belleville, N. J.
 Werner & Pfleiderer Co., Saginaw, Mich.

SEALING MACHINES

Mirror Printing Co., Kalamazoo, Mich.

SEALS

Chicago Car Seal Co., Chicago, Ill.

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Bauer, S. C. & Son, Brooklyn, N. Y.
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 Jaburg Brothers, New York.
 Kent & Son, E. P., Maroa, Ill.

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 Meek Oven Co., Newburyport, Mass.
 Mills, Thos., & Bro., Philadelphia, Pa.

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Jaburg Brothers, New York.

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 Johnson, H. A., Co., Boston, Mass.
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 Mills, Thos., & Bro., Philadelphia, Pa.

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 Aug. Zaubits, New York, N. Y.

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 Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

Menasha Printing Co., Menasha, Wis.
 Mirror Printing Co., Kalamazoo, Mich.
 Newark Paraffine Parchment & Paper Co., New York.

Union Waxed & Parchment Paper Co., Hamburg, N. J.

Waterproof Paper & Board Co., Cincinnati, Ohio.

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 Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.

Union Wrapping Mac. Co., Joliet, Ill.

YEAST

Corby Yeast Co., Washington, D. C.
 Fleischmann Co., The, New York.
 Red Star Comp. Yeast Co., Milwaukee, Wis.

YEAST FOOD

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5821251.11
If you can possibly attend the meeting of the N.A.M.B., Salt Lake City, August 7-12, by all means do so; if you can't, read the complete report in our next issue.

BAKERS REVIEW

ISSUED MONTHLY BY THE WM. R. GREGORY CO., NEW YORK, N. Y., CHAS. B. THOMPSON, PRESIDENT AND GENERAL MANAGER

All the News for all the Trade.

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AUGUST, 1916

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JOHN JABURG, JR.

A New Service To Bakers

**Built on Knowledge
Experience and
Specialization**



MARTIN MILLER

Announcement

John Jaburg, Jr., and Martin Miller announce with pleasure that they have organized a company under the name of JABURG-MILLER CO., INC., Bakery Equipment Specialists, with headquarters at 137 Hudson Street, New York City, where they will be pleased to supply the baking industry, and jobbers selling to same, with Machinery, Pans, Utensils, Racks, Troughs, Woodenware, Show Cases, Ovens and all manner of special bakery equipment.

PERSONAL FITNESS:

The officers of our company and the architects, engineers and selling force associated with them enjoy years of experience in supplying equipment to bakers. They possess intimate knowledge of the needs of the industry, and of the sources from which these needs can best be supplied.

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to you the satisfaction afforded by J-M service.*

JABURG-MILLER CO., Inc.

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Chas. B. Thompson, President and General Manager

TELEPHONE, NEW YORK OFFICE, BARCLAY 7448

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NEW or **ADDITIONAL** advertising not to occupy fixed position, can be inserted in a special form up to the 20th.

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—Elbert Hubbard.

Development of Advertising

From the early days when the Town Crier and the signboard were the principal publicity agents employed, to the modern newspaper, poster and illustrated magazine with its pleasing presentation of current commodities, advertising has travelled a long way. Its evolution since the invention of printing has been rapid, and the field of advertising has expanded until it includes to-day widely varying lines of activity.

Selling and advertising are bound up together. To find the need and to supply it are two sides of the same shield. The usefulness of a manufacturer to the community is greatly extended through advertising. Merchandising has passed far beyond the confines of the old time market place. It now extends over whole continents—over the entire world, and it is advertising which makes possible national merchandising.

Advertiser Interested in Successful Manufacturing

Every advertiser is interested in successful manufacturing, for only the successful manufacturer remains in business, to sell his goods, and to advertise. Whatever promotes manufacturing success, therefore, and business success in general, directly interests the advertising man.

Whatever makes for strong and substantial protection makes for progress in the field of marketing through publicity. For this reason you are vitally concerned with conditions in the business world as a whole.

BACK of each and every advertisement in Bakers Review is a story—the gripping story of an Idea that took shape in the brain of a man and evolved into the finished product that you see illustrated.

How much time and money and brains have been put into these advertised goods can never be estimated.

All of them have been invented and perfected and improved with the makers' minds focused on the idea that they must save time or money or labor in bakeries.

The manufacturers of the best devices for accomplishing these results advertise here. What they have to say is a story to the minute of what is new and good in machinery equipment, and supplies.

To keep posted on these things is the privilege of every reader of the paper. **MORE—it's part of his business.**

Read and study all of the advertisements. Learn from them.

Remember that limited space prevents the telling of the whole story and that advertisers will be glad to send you complete information upon request. If in doubt, write to them for more data.
Power.

A FEW MOMENTS WITH OUR ADVERTISERS

Jaburg Brothers, New York, N. Y.—A catalogue that not only contains articles manufactured and carried in stock, but one that embraces a great deal of vital information to the baking industry, is indispensable to every baker. Such a book has been issued by this concern and your copy is ready to be mailed, if you will write a post card to Jaburg Brothers, 12 Leonard St., New York, N. Y., requesting same. This valuable book will be sent you free without obligation.

Walker Vehicle Co., Chicago, Ill.—An electric delivery truck of $\frac{1}{2}$, 1, 2, 3, 4 and 5 ton capacity, and used by a large number of bakers throughout the country has recently been placed on the market by this concern who claim it is cleaner, more economical and a far better investment than horse drawn vehicles. A list of users is published on page 89 of this issue.

Henry Heide, New York, N. Y., who for a number of years has manufactured Diamond Brand Confectionery and Genuine Almond Paste for bakers' use, has recently incorporated his concern which is now known as Henry Heide, Inc. The personnel of the concern remains the same.

C. D. Cooley Co., Pittsburgh, Pa.—A recent addition to the large list of bakeries erected by this concern is that of the Clausen Bakery, of Augusta, Ga. (photo published elsewhere in this issue). This plant as well as others erected by this concern represents the utmost in sanitation as well as modern ideas in construction.

Jaburg-Miller Co., Inc., New York, N. Y.—As published in our July issue, this concern is now ready for business and for further particulars refer our readers to the front cover and page 13 of this issue.

ASK YOUR FLOUR DEALER FOR



BRANDS OF FLOUR

YOU CAN NOW BUY

VIM

DELIVERY CARS

On Deferred Payments

Just As You Buy Any of Your Store Equipment and Business Necessities

THE VIM DELIVERY CAR is strictly a business man's proposition! It is built from radiator to rear axle for delivery work.

☛ The VIM DELIVERY CAR is everything that a delivery car should be and has everything that a delivery car should have. Experience developed it.

☛ Graceful in design—super-normal in construction.

☛ "Classy" in appearance—powerful in performance.

☛ Efficient in service—economical in operation.

☛ It is complete—there are no extras of any kind to buy; every detail essential to the perfect delivery unit goes with it including *pride of ownership*.

☛ Not a cent is paid for fancy "talking points"—right construction and absolute efficiency are what you pay for, and what you *get*.

☛ The merchant who buys it is getting a car of established prestige—not contributing toward an experiment.

☛ The VIM DELIVERY CAR was developed only after years of careful study of the delivery of light loads over long routes with frequent stops.

☛ "It stands up" and delivers every day in the year irrespective of weather or road conditions—and does that economically—efficiently—quickly, city or country.

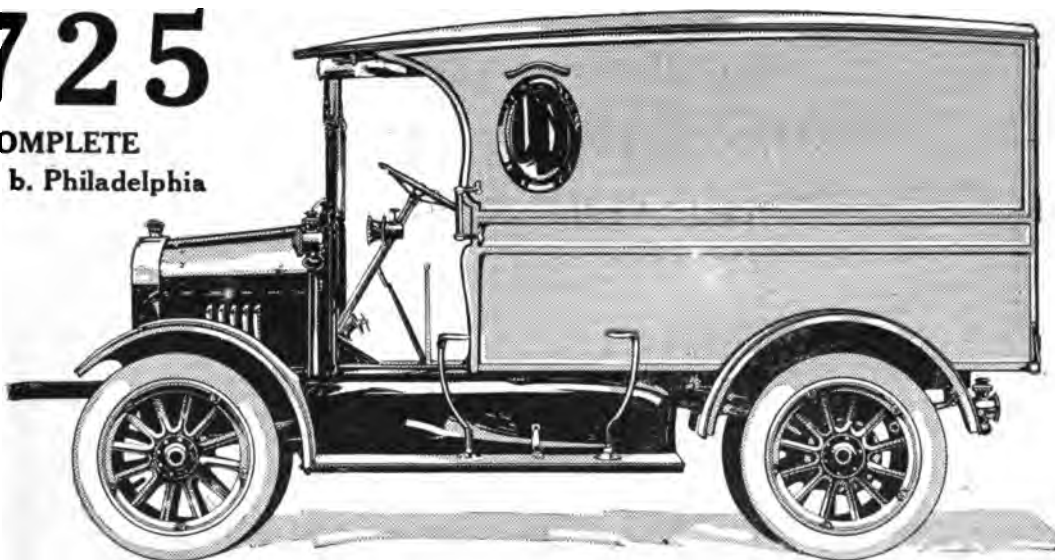
☛ \$725 is its price—about the price of a good horse and wagon. We can produce it at these figures *only* because of our undeviating concentration on *one* chassis and the immense output that makes us *the largest exclusive producers of delivery cars in the world*.

Open Express Body, \$695 Complete, f. o. b. Philadelphia

\$ 725

COMPLETE

f. o. b. Philadelphia



VIM SERVICE TO CUSTOMERS AND DEALERS

☛ Not satisfied with our success in outstripping all competition but wishing to further accommodate those who prefer to purchase according to established practice in other industries, we are now able to announce our indorsement of a DEFERRED PAYMENT PLAN offered through the Mercantile Trust Company of Illinois that is at once fair and equitable.

☛ Full particulars are now in the hands of our dealers in every part of the United States or will be mailed directly from this office upon request.

See our dealer in your vicinity or write direct

VIM MOTOR TRUCK CO., Philadelphia, U. S. A.

NEW YORK CITY
56th Street and Broadway

CHICAGO
1233 Michigan Ave.

BOSTON
68 Brookline Ave.

PITTSBURGH
6117 Broad Street

KANSAS CITY
501 E. 16th Street

SAN FRANCISCO
1600 Van Ness Avenue

Sales and Service Stations in 539 Cities and Towns throughout the United States

Let them know that you read the ads. in BAKERS REVIEW.

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ASK YOUR FLOUR DEALER FOR



BRANDS OF FLOUR

YOU CAN NOW BUY

VIM

DELIVERY CAR

On Deferred Payments

Just As You Buy Any of Your Store Appliances on Deferred Payments

THE VIM DELIVERY CAR is exactly a business man's proposition. It is built for delivery work.

☐ The VIM DELIVERY CAR is everything that a delivery car should be and has everything that a delivery car should have. Experience demands it.

☐ Graceful in design—superior in construction.

☐ "Classy" in appearance—practical in performance.

☐ Efficient in service—economical in operation.

☐ It is complete—there are no accessories to buy; every detail essential to the proper operation of the unit goes with it including yellow paint.

☐ Not a cent is paid for heavy "padding" or right construction and absolute efficiency—what you pay for, and what you get.

MILLER
of Treas.

ings



ed corners, no rivets
and protection plates.
are the best. Large
tractive prices. Let us

\$ 725

COMPLETE
f. o. b. Philadelphia



☐ Not satisfied with your present loaf-making machine? It makes a *quality loaf*. Has set a new standard for quality and durability. If you make 1000 loaves or more a day, you own a Peerless. Our booklet tells why—

☐ Full information on our office upon request.

ER CO., Inc.

Specialists

New York

(to remember)

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A FEW MOMENTS WITH OUR ADVERTISERS

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On Deferred Payments

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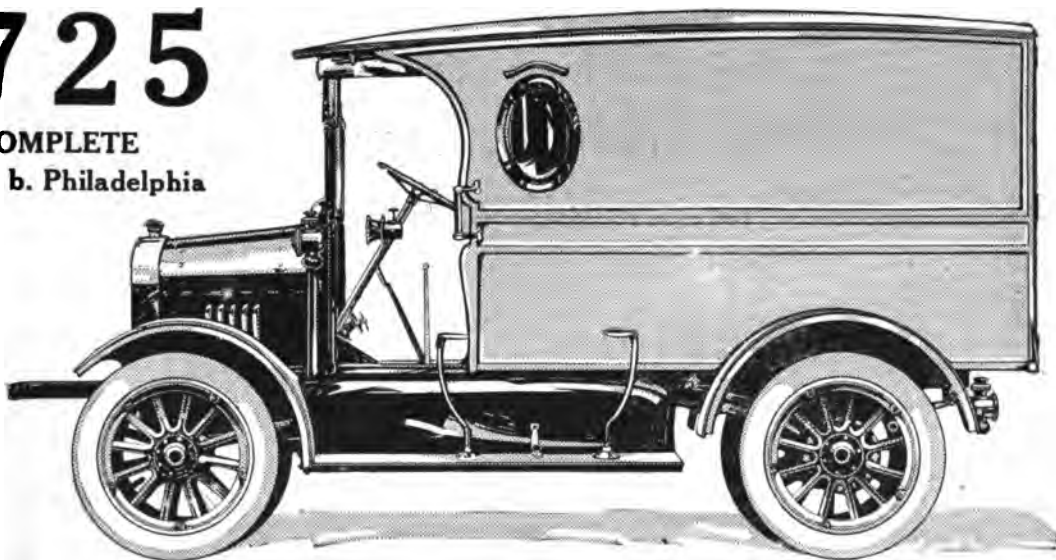
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501 E. 16th Street

SAN FRANCISCO
1600 Van Ness Avenue

Sales and Service Stations in 539 Cities and Towns throughout the United States

Let them know that you read the ads. in BAKERS REVIEW.



RED STAR

COMPRESSED YEAST

- The Yeast that makes
the sales-increasing loaf
- That appetizing flavor
- That delicious taste

RED STAR COMPRESSED YEAST CO.
79 BUFFALO ST. — MILWAUKEE, WIS.



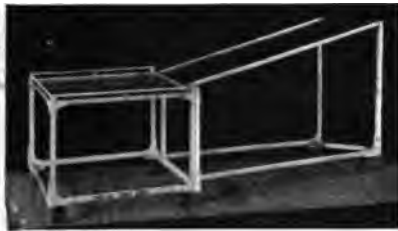
JOHN JABURG, JR.
President

*continued from
front cover*



MARTIN MILLER
Secy. and Treas.

A Few Specific Offerings



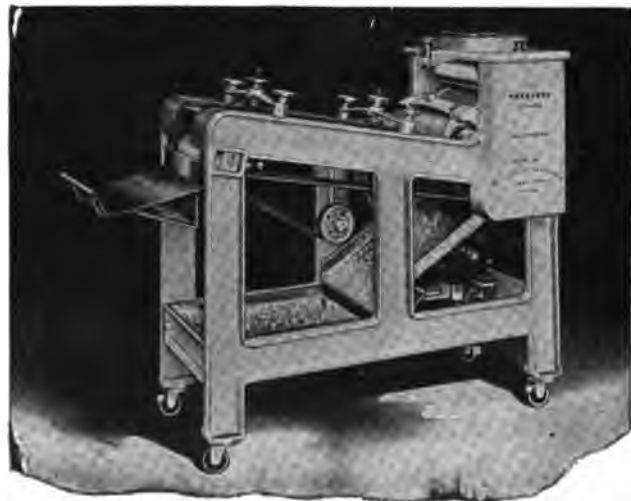
"Union" Portable Pan Chute and Receiving Table. For speedy unloading of oven. Bread slides from peel at oven mouth down chute to table. Strongly made of galvanized iron. Chute 6 ft. long, table 44 inches square. Price complete \$39.00.



EKCO Wrapped Strapped Bread Pans. Rounded corners, no rivets inside—absolutely sanitary—Patented separators and protection plates. We sell ECKO pans and utensils only because they are the best. Large sales with low overhead enable us to name attractive prices. Let us quote you.



"Columbus" Sectional Bread Case. All parts separate and interchangeable like sectional book case. Saves space. Capacity increased at will to suit grocer's needs—Shipped knock down. Write for booklet describing this and other practical cases for bakers.



The "Peerless" Loaf Moulder. It makes a *quality loaf*. Has set a new high standard for service and durability. If you make 1000 loaves or more it will pay you to own a Peerless. Our booklet tells why—Write for it.

JABURG-MILLER CO., Inc.

Bakery Equipment Specialists

137 Hudson Street

Telephone Franklia 1500 (Easy to remember)

New York

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PLYMCO
QUALITY
LOAF

Quality PLYMCO Economy

In Good Bread

JOHN D. ROCKEFELLER, being asked by visiting school teachers the secret of his stupendous success in the making of money, replied: **"SAVE YOUR PENNIES!"**

High Prices of materials and low profits have not made a bed of roses for the baker.

It seems he cannot materially **raise** the price of **BREAD**, and so the only thing left for him to do to keep out of bankruptcy is to **PRACTICE** the **GREATEST ECONOMY** consistent with a **QUALITY LOAF OF BREAD**; and may God bless the fellow who can show him how to reduce the cost of his **BREAD**, and, at the same time, **Keep up the Quality**.

PLYMCO is this very fellow.
How does he do it?

PLYMCO absolutely **SAVES 20%** of **YEAST** if Bartholomae's simple-to-make 10 minute **Ferment** is employed.

PLYMCO absolutely **holds, grips, and does not Bake out 200%** of **Water**.

PLYMCO also saves **33%** of **Shortening**, as it **leavens** the **Gluten**—same as shortening.

PLYMCO absolutely stands for **EXCELLENCY** and **QUALITY** in **BREAD**.

It produces a more **Closely Knitted Loaf**, **KEEPS** it **MOIST MUCH LONGER**, and makes the **BREAD TASTE BETTER**. **PLYMCO** is the **finest** and **purest PROCESSED CEREAL** ever milled. It works **splendidly** with **Malt Extracts**, **DRY MALTS**, **ROLLOCO**, and **ARKADY**; adding much to the saving qualities of these.

Milled by

PLYMOUTH MILLING CO.

(Millers of that splendid **PLYMOUTH** and **Pilgrim Flour**)

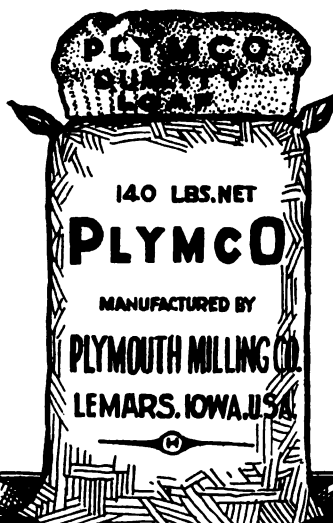
LE MARS, IOWA, U. S. A.

Write for Free Samples and Literature with Directions on Plymco.

Chicago Office:
LOUIS ARMSTRONG & CO.
614 Postal Telegraph Bldg.
Chicago, Ill.

Distributors for New England:
EMERY & CO.
Melrose, Mass.

Branch Distributors also in
San Francisco and Los Angeles, Cal.



Theodore C. Bartholomae

Sales-Mgr. and Advertising Mgr ;
Expert Demonstrator of PLYMCO.
Formerly Publ. and Editor of Chicago Baker's Magazine; Pacific Coast Baker's Magazine, San Francisco; Superintendent California Baking Co., San Francisco; Expert Demonstrator Butter Nut Bread and Malt Extract; Lecturer on Practical Baking Sciences.

Opportunity Knocks At Your Door Its Name Is ARKADY!

THE opportunity to go forward in your business—the opportunity to build a better baking reputation—the opportunity to use the same process used by the biggest men in the baking industry—the opportunity to make

Better Bread At Less Cost

is yours to have and to hold if you use



YEAST FOOD

(U. S. Reg. Trade Mark issued May 9, 1916.)
(United States patents No. 1151526—1158933—1158934)
(Also patented in principal foreign countries)

Right now a number of leading bakers of the country are using Arkady. Every day the quality of their bread and the reduced cost of producing it proves our claims for Arkady to be founded on facts. These bakers use fifty per cent. less yeast. Their doughs have greater stability and they have better and easier control of fermentation. Their bread has a better flavor, finer texture, is sweeter, more uniform and the natural flavor of the wheat is retained.

Don't be misguided. Come to us for the facts about Arkady. Arkady Yeast Food is the most important discovery in the history of bread making and the biggest thing ever offered the baking trade.

Don't turn away from this page skeptical of how Arkady can help your bread production. What it is doing for many others *it will do for you.*

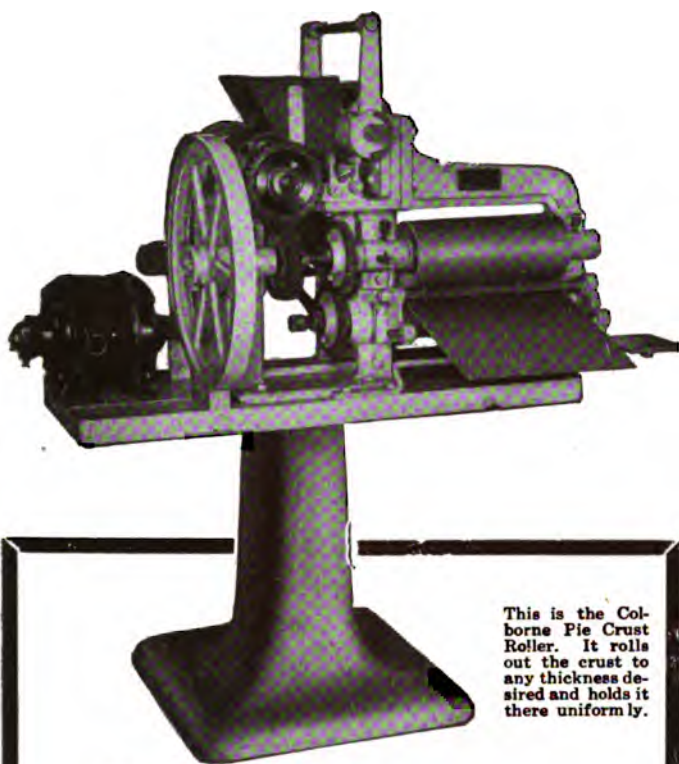
This advertisement is the call of opportunity. Answer it by writing us **NOW** for full details and learn how Arkady Yeast Food will positively enable you to make better bread at less cost.

Beware of imitation products. They are infringements on our patents and will be prosecuted.

Address all inquiries to
Research Products Department

WARD BAKING COMPANY

NEW YORK, N. Y.



This is the Colborne Pie Crust Roller. It rolls out the crust to any thickness desired and holds it there uniformly.



Colborne Pie Machines

Make More Crusts

From 36 to 40 more crusts can be made out of a given batch of dough on one of the Colborne machines than can be done by hand or by a brake machine.

This is because the crusts are rolled to a uniform thickness and held there automatically and the human element does not enter the matter at all.

These Bakers Prove These Statements—

If there is any doubt in your mind about the accuracy of these statements, read what these bakers say about the matter:

The Roberts Pie Co., Dallas, Texas: "We are able to make on an average of forty more crusts every forty-eight pound sack of dough, or 160 more out of a barrel of flour."

The Lonsdale Bakery Co., Saylesville, R. I.: "We formerly rolled and rimmed 150 crusts by hand. Out of the same dough we now roll and rim 180 crusts."

Brookes Home Bakery, Oklahoma City, Okla.: "We make more crusts out of a batch of dough than by hand."

Winslow Bakery, New Haven, Conn.: "We effect a saving in crust dough with your crust roller."

Colborne Pie Machines Save Dough For ANY Baker

There is no baker making pies that cannot save in dough, dusting flour, labor and time by using Colborne Pie Machinery and every Colborne pie machine or device is sold with that guarantee.

Get This Book— "Making Money Out of Pies"

We have a most interesting little book for free distribution among bakers. It will put any baker on the right road to pie profits if he will read it. It is full of facts and figures about pie-making. The coupon to the left or a post card will bring it to you.

COLBORNE MFG. CO.
158 W. Division St., CHICAGO

Colborne
Mfg. Co.

51 W. Division
St., Chicago.

Send us a FREE
copy of your new
booklet, "Making
Money Out of Pies."

This does not obligate us

Firm.....

City.....

Street.....

State.....

BREAD LABELS

At Reasonable Prices



"Seal and Save—
The National Way"

ARMLER BAKER WAGONS



THEY COST LESS
THEY LOOK BETTER
THEY WEAR LONGER
2000 WAGONS IN STOCK
CONVENIENT TERMS
PROMPT SHIPMENT
303 STYLES & SIZES
WRITE FOR FREE
100 PAGE CATALOG

ARMLER 1129 PLUM ST.
CINCINNATI O.

BREAD LABELS



Successful Bakers Use Them
They Bring and Keep
Business

2c per 1000

We have them in all styles

Send for our catalog

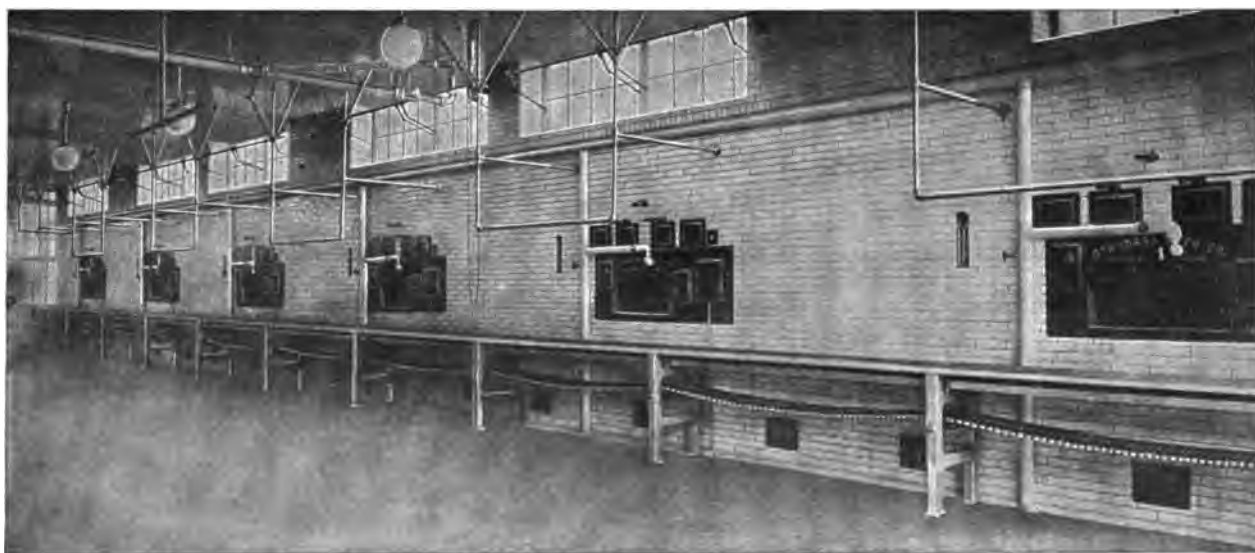
**PERFECT
BREAD**
14 OUNCES
WAGNERS

THE
MIRROR PRINTING COMPANY BREAD
WRAPPERS
KALAMAZOO, MICH. CAKE BOX LABELS

Ovens and Accessories

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THE OVEN THAT MAKES GOOD--ALWAYS



Six of the Seven Ovens Built for the Standard Baking Co., Harrisburg, Pa.

STANDARD OVEN CO.

1835 Oliver Building

PITTSBURGH, PA.

Seven Reasons Why You Should

Seven thousand owners of HUBBARD ovens can convince you that your producing capacity are increased by using our ovens. However, we give here seven reasons to prove our assertions. Why not send for this and other information

Sectional Construction Makes Them Movable

The "German-American" and "Hubbard" Sectional Ovens can be set up or taken down in a few hours' time and moved if ever you desire a new location—without the loss of a baking.

Much money may be saved in this way. While there are other types of portable ovens on the market none can be moved so quickly as the "Hubbard" or "German-American" Ovens.

Have Easy Control and Regulation

The "German-American" and "Hubbard" have more superior features of inside construction than any other oven made. They retain heat longer if wanted, or can be cooled off in quicker time.

This feature makes them wonderful bakers for all classes of goods as well as an enormous time and fuel saver.

Bake Quality and Quantity

The "German-American" and the "Hubbard" will bake all classes of goods perfectly. For quality and quantity they cannot be surpassed. They are a continuous baker, are ever ready, and therefore the capacity is enormous. No long waits for heating up or cooling your baking chambers.

They do not dry out goods the way a brick oven does, owing to the fact that no smoke or gases enter the baking chamber.



They Last

The "German-American" ovens have been made since 1879 and have never been sold. Most of these ovens require repairs.

HUBBARD

CHICAGO
1138 Belden Avenue

PHILADELPHIA
43 W. 7th St.

ld Operate a Hubbard Oven

GERMAN-AMERICAN OVENS should
ability to bake better would be increased by
this. Our booklet containing bona-fide testimonials proves
well as list of Hubbard and German-American Oven users.



definitely

and "Hubbard" Ovens have
ing that time over 7,000 have
still in operation and seldom

Economical To Operate

The "German-American" and "Hubbard" are positive fuel savers. They are so constructed that every particle of heat is used. There is absolutely no heat wasted. They pay for themselves by their economy of operation.

They may be fired with Coke, Coal or Natural Gas.

Superior to Any Other Oven

The "German-American" and the "Hubbard" are superior to the brick oven and far surpass any inside firing oven or any imitation of the "German-American" or "Hubbard."

Their heating around the baking chamber assures you of even heat. Your goods cannot become scorched, dried out, soiled with soot, sand, or tainted by smoke or gas.

Superior to the Brick Oven

The "German-American" and the "Hubbard" are superior in every way to the Brick Oven. They are Sectional, can be set up or taken down in a few hours' time and can be placed in any part of the building.

They are far more easy to regulate than the brick oven, and bread baked in them remains moist and fresh much longer.

The "German-American" and "Hubbard" are cleaner and are better all around workers.

They cost less than a good brick oven, both in first cost and operating.

OVEN CO.

NEW YORK
264 West Broadway

KANSAS CITY
116 W. 8th St.

It's the way you display your goods — —

that decides the quantity and quality of your business. *Neat, attractive, clean and sanitary display cases draw customers*—especially the

Portable Sanitary Display Case

—it accommodates regular 18x25 inch pane just as they come from the shop. You can move this case anywhere: keep it clean conveniently; preserve the moisture and flavor of your goods and add 100 per cent. to the appearance of your store. We build this case in all woods to match any wood work and we are now making immediate shipments.

Write NOW for all details and prices

E. P. KENT & SON
MAROA, ILL.



Reid Portable Oven

is the lowest in price, most easily managed, greatest saver of fuel and the most satisfactory portable oven on the market. They save time and labor. They have a successful record of over twenty years and are warranted to give complete satisfaction.

For pamphlet and price list address

REID PORTABLE OVEN CO.
619 Main St. - Buffalo, N. Y.



Electric & Graphite Pyrometers

Absolutely correct and durable for indicating the exact heat in Bake Ovens. Suitable for any style of ovens. More accurate than a glass thermometer which breaks. These don't. Moderate in price, both kinds, and durable for years.

AUGUST ZAUBITZ, Sole Mfr. and Patentee
Established 1879 95-97 Cliff Street, NEW YORK

OVEN PYROMETERS

For Brick or Portable Bake Ovens

Accurate
Movement
Adjustable
Pointer



White Dial, Black Figures
ROBERTS PORTABLE OVEN CO.
2010 N. Major Ave., CHICAGO

The successful baker uses the best ovens, not because he can afford to pay the price but because he *cannot afford* to do without them.

THE PETERSEN
is the oven you need



One of the Batteries of PETERSEN Wide Mouth Door Ovens recently erected for The Freihofer Baking Co., in their Philadelphia, Pa. Plant

PETERSEN OVENS are built only by

THE PETERSEN OVEN COMPANY

ESTABLISHED 1879

Main Office: 112 W. Adams St. CHICAGO, ILL.

Eastern Office:

1112 Tribune Building, NEW YORK, N. Y.

Western Office:

508 Pacific Building, SAN FRANCISCO, CAL.

Are They Nonconductors of Heat?



This simple test will demonstrate the heat insulating quality of Nonpareil Brick

Make This Simple Test Yourself

Let the hottest flame you can find play against the face of a Nonpareil Insulating Brick. Long after the surface has become white hot, you will be able to hold your hand against the opposite side without discomfort. Now

try the same experiment with a fire brick or common brick and note the difference.

Nonpareil Insulating Brick

For Bake Ovens

are composed principally of kieselguhr—one of the best nonconductors of heat known. In insulating efficiency, Nonpareil Brick are ten times better than either fire brick or common brick, and one 4½-inch course installed in the walls, tops and bottoms of bake ovens will reduce the loss of heat as much as would 45 inches of ordinary brick.

In addition to their nonconductive properties, Nonpareil Brick are quite light in weight, easy to handle and install, strong in structure and moderate in price.

Why not write today for a sample brick and literature?

Both will be cheerfully sent, free of charge, on request.

Armstrong Cork & Insulation Co., 154 Twenty-fourth St.
PITTSBURGH, - PA.

Also Manufacturers of Nonpareil Corkboard for Dough Rooms and Nonpareil High Pressure Covering for Steam Lines



2 Single Deck Schaller Ovens constructed for the
Sun Baking Co., Auburn, N. Y.

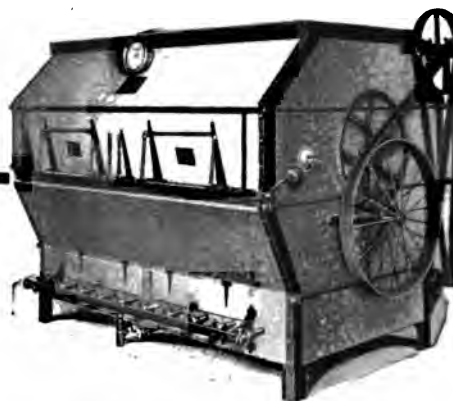
Repeat Orders Installed During the Past Three Months

C. Schwab, Rochester, N. Y. - - 2nd Repeat Order
J. A. Seel Grocery Co., Rochester, N. Y.,
2nd Repeat Order, 2 Ovens
N. Graefle, Rochester, N. Y. - - 2nd Repeat Order
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Twenty-three Schaller Double-Deck Ovens
in Rochester, N. Y. — 34 in Pennsylvania

Write for Catalog describing the construction of both our single and
double-deck ovens.—20 illustrations

THE ALBERT SCHALLER OVEN CO.
55 Averill Avenue ROCHESTER, N. Y.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity
you have, **Meek Reel Gas Oven** will
take care of your output—it is made
in 12 different sizes—one of which will
fit your requirements.

Bakes Bread Cakes—Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.

There Are Reasons



Why you should buy
a Bennett Oven made
with one, two and
three decks.

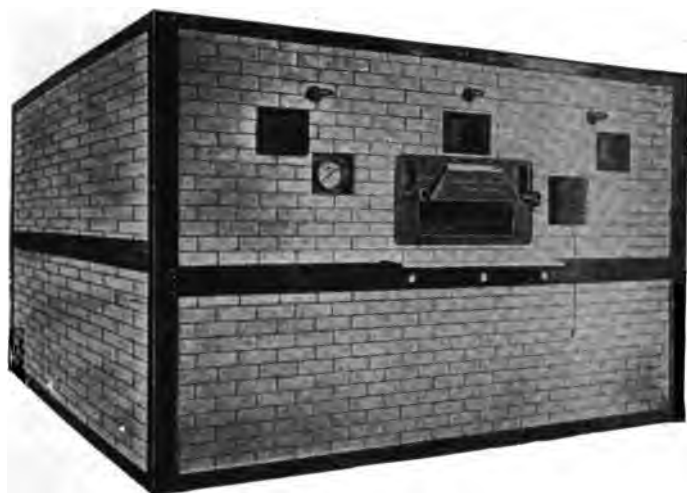
Capacity 72 to 495 Loaves

Let us Explain Them To You
Write for Catalog R

Bennett Oven Company

Battle Creek, Mich.





Creating a preference for your Bread
is an easy matter if you use

The Universal Patent Steam Oven

Heavy fire-brick construction—heavy walls
of insulation—modern equipment. Truly a
business builder for any baker.

OVENS FOR BUILDING BUSINESS AND SAVING MONEY

For baking bread and cakes in the same
oven, there is nothing quite
so good as the

Middleby Inside Furnace Oven

ECONOMY EFFICIENCY DURABILITY

Write today for catalog and all information

Middleby Oven Company

41-45 Park Row

NEW YORK



A battery of four DUHRKOP OVENS in the new plant of the Great Atlantic & Pacific Tea Co.

This installation is simply another testimonial of the efficiency of DUHRKOP OVENS. They are performing just as effectively and economically for the above company as other DUHRKOPS are in hundreds of large baking establishments throughout the country.

The DUHRKOP OVEN Business Was Founded in 1887

and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction.

NINETY PER CENT of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has been some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

THE DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

We have one price and one grade of oven, and that is the BEST.

Associate Member of the National Association of Master Bakers

DUHRKOP OVEN CO.,

2525 Park Row
Building

NEW YORK

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THE above illustration shows an installation of a Middleby-Marshall Double oven—White porcelain enamel finish. Note the sanitary appearance and systematic arrangement of all the equipment in this shop. What better evidence of quality can a baker offer to the discriminating housewife than a modernly equipped, well ventilated, spic and span bake room? Here it is that the quality is put in or left out of the baked goods. Remember that plate glass fronts, elaborate window displays and glaring advertisements will not turn poorly baked goods into quality baked goods. Bake room quality comes first and bake room quality is impossible without a good oven.

You bakers who are striving to produce the highest quality of baked goods—you are the men to whom we desire to furnish proof concerning the many advantages of Middleby-Marshall ovens. The more you know about ovens the more readily you will appreciate the efficiency and economy of Middleby-Marshall ovens.

Write us now for illustrated catalogue, list of users and complete particulars.

Middleby-Marshall Oven Co.

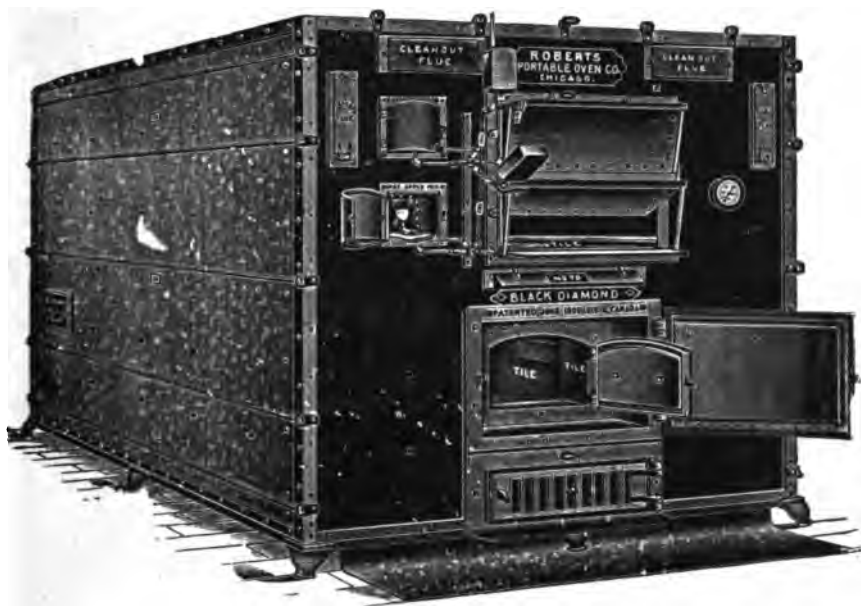
The Largest Manufacturers of Bake Ovens in the World

CHICAGO, 762 W. Adams St.

For Sale in New England States by
MIDDLEBY OVEN MFG. CO.
284 State St., Boston, Mass.

ST. LOUIS, 604 S. Sixth St.

For Sale in Pacific Coast States by
E. CARL BANK
997 Monadnock Bldg., San Francisco, Cal.



Is Your Oven An Investment Or An Expense?

A bake oven is either one of two things. An investment or an expense. The oven which is an investment makes profits for you, while the oven which is an expense takes profits from you.

If the oven you are now using does not economically and efficiently produce quality baking results then it cannot be considered a good investment and the quicker you get rid of it the better off you will be.

Black Diamond ovens are a "Gilt Edge" investment because when you buy a Black Diamond oven you take no risk whatever as to its efficiency. They are designed on practical and proven principles and only the very best of materials are used in their construction. The method of heat circulation and heat control used in all Black Diamond ovens assures a uniform temperature at a ridiculously low cost for fuel, and the durability of these ovens is a guarantee that none of your profits will be wasted on repairs.

The fact that Black Diamond ovens can be moved is another reason for their being a "Gilt Edge" investment. If you should desire to change the arrangement of your bake room or move to a new location you can move your Black Diamond oven in a few hours' time at a trifling cost without in any way impairing its efficiency. This is surely a feature worth while to every baker who expects his business to grow.

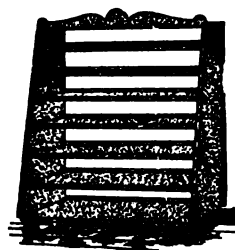
You can investigate Black Diamond ovens without incurring the least obligation. We will gladly send you catalogue and full particulars.

Roberts Portable Oven Co.

2016 N. Major Avenue, Chicago

New England Selling Agent
H. G. W. YOUNG
61 Hanover St., Boston, Mass.

Canadian Manufacturers
BRANTFORD OVEN & RACK CO.
Brantford, Ont.

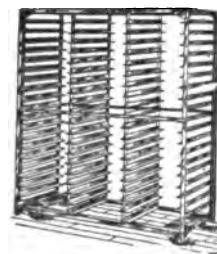


Bake Shop App'iances

The Roberts line of bake shop appliances includes a wide variety of time and labor saving equipment. The quality built into our appliances have made them the best choice of bakers who want the best.

Pan Racks
Proofing Closets
Dough Troughs
Pan Trucks
Benches
Coal Carriers

We issue a separate catalogue which illustrates and describes our big line. Every baker should have a copy on file for ready reference. If you have not as yet received one of these useful catalogues write for it now.



"CLEANED OUT THE RATS ENTIRELY"

Says the Mystic Milling Company, Sioux City, Iowa, in writing of the results obtained by using

THE RED CROSS RAT and MOUSE EMBALMER



Hundreds of bakers have found our embalmer to eliminate their rats and mice and you can do the same.

Our "Money Back If Dissatisfied" policy protects you.

Write for particulars.

The Felix Girard Co.
(INCORPORATED)
2009 4th Avenue, South
MINNEAPOLIS, MINN.



Silver Fishes Cockroaches & Ants



No need of telling you about them, **YOU KNOW** what an annoyance they are!

GETZ Cockroach Powder Will Kill Them!

No danger to Humans or Animals.
It has no disagreeable odor to affect your bakery goods.

Thrifty bakers will find our goods the cheapest in the long run as two applications a year are usually enough to keep out Cockroaches. For Silver Fishes and Ants it is necessary to use powder more often.

5 lb. cans \$3.25, 10 lb. cans \$6.00
Getz Patent Blowers 25c each

Manufactured and sold by

W. D. HUSSUNG

1139 Pine Street

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Forwarding charges prepaid on all orders



The Dependable Blodgett Oven

has back of it 70 years of Service. It has become a *finished perfected article*, and is the *biggest value* of all portable ovens.

They are made in 7 sizes and burn Coal, Wood, Natural or Artificial Gas.

Send for a list of Bakers using our Ovens and for our regular *Blodgett Oven Literature*.

The G. S. Blodgett Co.
Burlington, Vt.

Pans and Racks

	Page		Page
<i>Henis, W. G. & Sons, Philadelphia, Pa.</i>	27	<i>Maag Co., The August, Baltimore, Md.</i>	28
<i>Jaburg Brothers, New York, N. Y.</i>	27	<i>Peerless Wire Goods Co., Lafayette, Ind.</i>	27

Union Sanitary Rack Mfg. Co. Albion, Mich.



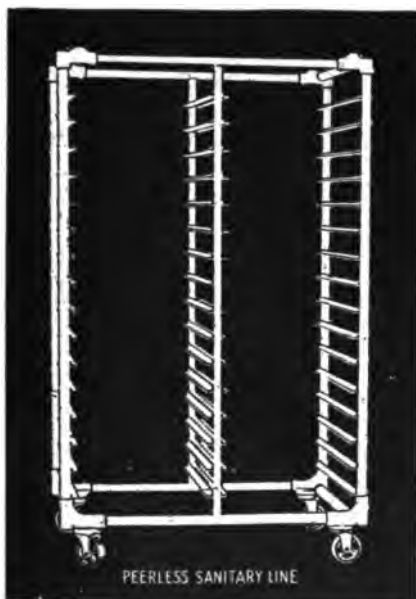
Perfect Bread Pans

Get Our Quotations!

JABURG BROTHERS

Main Office: 10-14 Leonard Street

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The Peerless Pan Rack, No. 35

Is an improvement in a sanitary way over the old style, as there is no chance for dirt or crumbs to be raked off on pans below, as same are slid on or off. Made very strong and galvanized. Made to fit any size pans. We also manufacture Shelving, Bread Racks, Pie Carriers, Pie Cases, Proof Boxes, Baskets and everything for the Bakery.

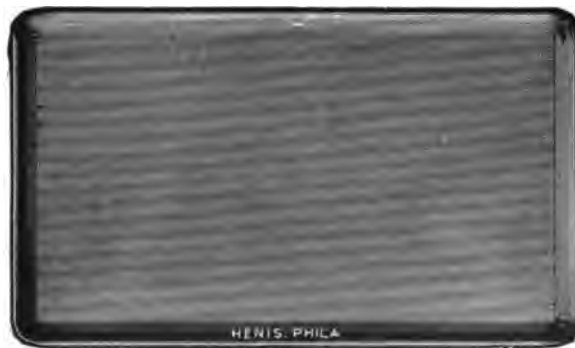
Write for catalogue and prices.

Manufactured only by the

PEERLESS WIRE GOODS CO., Lafayette, Indiana

Cracker and Biscuit Pans

ESTABLISHED 1860



Steel Pan

Our steel pans are made from a specially prepared steel, of a uniform gauge, with a smooth surface and of a tough, durable steel; they are bound with 5-16 in. electrically welded rods and are guaranteed absolutely flat and free from buckles. We will guarantee these pans to wear longer and give better service than any other pan on the market.

W. G. Henis' Sons & Co.

Manufacturers

No. 1347-1349 Ridge Avenue Philadelphia, Pa.

KLEEN-KRUST

RIVETLESS

REG. U.S. PAT. OFF.

"STEEL-SHOD"

PATENTED JAN. 21, 1914 - PATENTS PENDING

BREAD PANS

*The
Enduring Pan
for the
Faultless Loaf*



Until the
Intro-
duction
of the



KLEEN-KRUST RIVETLESS "STEEL-SHOD" BREAD PAN

spotted and crippled loaves of bread were unavoidable.

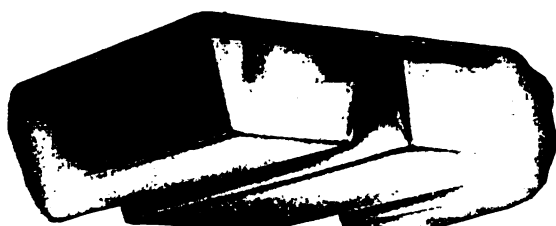
The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

1. The use of all rivets on the inside of the pans have been done away with—insuring a clean, spotless loaf. This feature alone should commend its use to users of the old style riveted pan.
2. The heavy, unsightly grease and dirt collecting "strap" has been done away with, and in its place a strong steel rod is used binding the pans together, and at the same time serving as a rim for each pan. This construction (see cut) is the most rigid and sanitary ever devised and materially decreases the weight of each set.
3. The bracing used between each pan is a part of the pans themselves, and is so constructed as to absolutely prevent any distorted or misshapen loaves.
4. "Steel-Shod" means the placing of sheets of steel in the outer face of the end pans in the set, absolutely armor-plating the surface and steering the peel underneath instead of smashing holes in the tin.

A free sample set of Kleen-Krust Rivetless "Steel-Shod" Bread pans is yours for the asking. Send for it now and see how they will improve the appearance of your bread and save you money. These pans are made in every size and style with square or rounded bottom edges.



The above cut shows an End Pan with
"STEEL-SHOD" feature

The AUGUST MAAG Co.

107 Sharp St.

BALTIMORE, MD.

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Boxes and Baskets

<i>Bee Hive Paper Box Co., Indianapolis, Ind.</i>	<i>Page</i> 29	<i>Puffer-Hubbard Mfg. Co., Minneapolis, Minn.</i>	<i>Page</i> 29
<i>Hinde & Dauch Paper Co., Sandusky, O.</i>		<i>Sefton Manufacturing Co., Chicago, Ill.</i>	29
<i>Lewis Co., G. B., Watertown, Wis.</i>	30		

YOU pack your bread in boxes to keep it clean; to preserve it while it's being shipped.

Sefton Bread Boxes

keep bread clean,—they're made to. Absolutely dust and moisture proof, good strong boxes, they carry bread as safely, efficiently and economically as it's possible to carry it.



You'll be interested in our booklet "sefton your bread". It contains a lot of worth while information and it's easy to get,—write for it.

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Deliver your bread in
HUBBARD'S
Folding Delivery Boxes
THE SANITARY WAY



Our wooden FOLDING DELIVERY BOXES are designed to take the place of trays or baskets in the delivery wagons or auto trucks. They are proving to be more sanitary, more convenient, and a vast improvement over the old method of delivery. Get our catalogue "Economy of Space."

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MINNEAPOLIS, MINNESOTA

FOLDING PAPER BOXES FOR CAKES, PIES, LUNCHES, ETC.



20 Regular Sizes in stock ready for Printing in one or more colors.

Large quantities of Special Sizes made to order. Ask for samples and prices stating measurements and quantity wanted.

MANUFACTURED BY
BEE HIVE PAPER BOX CO.
621-625 S. Delaware St. INDIANAPOLIS, IND.

SHOW CASES — BAKERY FIXTURES

AT REASONABLE PRICES

GOEBEL & DIESNESS

437-439 N. Dearborn St.

CHICAGO, ILL.

70%

of the BREAD consumed is baked at home because the housewife thinks it cleaner and better than the bakers' loaf.



A Wrapped Loaf

satisfies her as to its cleanliness and tends to convince her that the quality is superior.

Ask for samples and prices of wrappers manufactured by us. Some are waxed both sides; others one side only, so as to permit the use of gum tape; others may be sealed with heat without string or tape; also in rolls or sheets for wrapping by machine.

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LEWIS SHIPPING BOXES

TWO KINDS

LEWIS WOVEN WOOD & WIRE STEEL BOXES



The Lewis Woven Wood and Wire Box is the result of twenty years of manufacturing experience. Shipped in the knock down if desired, saving two-thirds freight—The past year was the biggest in its history—It is more popular than ever—Increased sales in the face of increasing competition proves its merit.

The New Lewis Steel Box is the most practical and the lowest cost steel box on the market. Furnished only in set up form—inside painted white or grey enamel—construction similar to woven wood and wire box, except that Bessemer sheet steel is substituted for the woven wood and wire material.

BOTH KINDS

have the following exclusive features:—The Patent Combination Hinge and Corner—The Projected Front Top Corner—The Damage-Proof Locking Device—The 7-8 inch Wood Boundary Braces.

Furnished Painted and Lettered in any Colors and Designs—Write for Prices—State whether you are interested in woven wood and wire style or steel style, or both.

G. B. LEWIS CO., Watertown, Wis.

Member National Association of Master Bakers



Guard Your Bread

while in transit from tampering
—insure unmolested deliveries
by using

Bread Box and Basket Seals

They eliminate the uncertainty of safe deliveries and protect your business interests by saving your customers from disappointment in shipments.

They cost little—they save much

Chicago Car Seal Co.

407 N. Green Street

CHICAGO, ILL.

Dry Milk, Malt Extract

and Egg Products

Malt Extract		Dry Milk	
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<i>Armour & Co., Chicago, Ill.</i>	31
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Armour's

Baking Butter

Because of the enormous volume of our production and our superior distributing facilities, we are enabled to keep you supplied throughout the year at the right prices.

We are always ready for your contracts.

Our creameries are located in the richest dairy sections of the country. Just as soon as the butter is received it is placed in Refrigerators and kept there until ready to be shipped in refrigerator cars—which means that our Baking Butter is continually under refrigeration.

Nearly 400 Armour
Branch Houses.
Quick deliveries.

ARMOUR AND COMPANY

Chicago

Packed in 60 pound
tubs; ask the Armour
salesman or write us.

Ekenflor

"The Milk Powder with the Milk Flavor"

is made at low temperatures by the

Ekenberg Vacuum Process

of which we are the exclusive owners in America
not by a

Spray Process

That's why we retain in our powder the real milk flavor
So that a less quantity can be used with satisfactory results

Safety—Economy

The Ekenberg Co.

Cortland, N. Y.



BALLANTINE'S MALT EXTRACT is used by bakers who realize its value in producing bread of good quality, richness and high nutritive value. Ballantine's causes perfect fermentation, is a valuable yeast food and is cheaper to use than any substitute ever offered. Write for further information and a sample.

P. BALLANTINE & SONS MALT EXTRACT DEPARTMENT **Newark, N. J.**

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EFFICIENCY-HEALTH-HAPPINESS



CONSERVATION

—is the Watchword of the Age.

Governments are busy, not only conserving their physical properties, but also the health of their citizens. Right living, beneficial exercise, and

Wholesome Food

mean health, greater efficiency and happiness for the individual and so for the State. Bread, the greatest of all foods, must likewise be the most healthful.

Bread Made with Diamalt

is more easily digested, hence more nourishing and healthful. Diamalt bread conserves and increases health.

The American Diamalt Company

are the sole manufacturers of DIAMALT.

If you're not using DIAMALT, write us for a sample, and see for yourself why

Thousands of Modern Bakers use

DIAMALT

The Purest Malt Extract

The American Diamalt Company

Sample Department, Cincinnati, O.

FOOTE & JENKS'

Pure Natural Flavors of LEMON and ORANGE

concentrated, diffusible, never turpentine, used by manufacturers of Choice Cakes and Biscuits

NOT LIKE ANY OTHERS

PURE VANILLA EXTRACTS, WELL AGED, ALSO COMPOUNDS

We have good facilities for supplying Flavors on contract.

Prompt Shipments of all Orders

For Descriptive Price List and Manual "Flavoring and Seasoning Food Products," address

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SUPERIOR QUALITY FLAVORING EXTRACTS & ESSENCES

Try our
Extracts,
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Etc.

once and you
will always use
them. They
are incompar-
able.



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Old friends are trustworthy, we are in this magazine 14 years.

SPECIALTIES:

Madras Vanilla Extract, \$5.00 per gal.
German and French Fruit Flavoring Concentrated King Cream, 50c per lb.
Imported French Vanilla Flavor, \$4.50 per gal.
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All kinds of Biscuit Colors

Established twenty-five years.

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Manufacturers and Jobbers of all

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The name "SEIDEL" is a symbol of
QUALITY, SERVICE and SATISFACTION

One Moment, Mr. Baker

The
Old Method

Slow,
Unsanitary,
Costly



The
Up-to-Date
Method

Quick, Sani-
tary, Less
Expensive

STORAGE EGGS

versus

LAYTON'S EGGS

You take big chances.
You have musty and other faulty eggs
to contend with—
Result, spoiled goods—lost trade
—time, labor and money
WASTED

You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, increased trade—time
labor and money
SAVED

We can supply whole eggs, separated whites or yolks.
Used by most successful bakers. Be one of them.
Will gladly send full particulars

THE JOHN LAYTON COMPANY

Pacific Coast Office: 510 Battery St., San Francisco, Cal.

90 West Street, New York, N. Y.

Know What You Buy

MALZO

TRADE MARK

PURE MALT FLOUR

The strongest malt product ever offered the baker

Has one third greater sugar forming power than the highest power extract

Has over ten times greater gluten softening strength than other malt preparations

Sold on a guaranteed analysis basis

One pound per barrel does the work.

Sole manufacturers

Advance Malt Products Co.

305 South La Salle Street

Chicago



Advance Malt Products Co.,
305 S. LaSalle Street,
Chicago, Ill.

Gentlemen:—

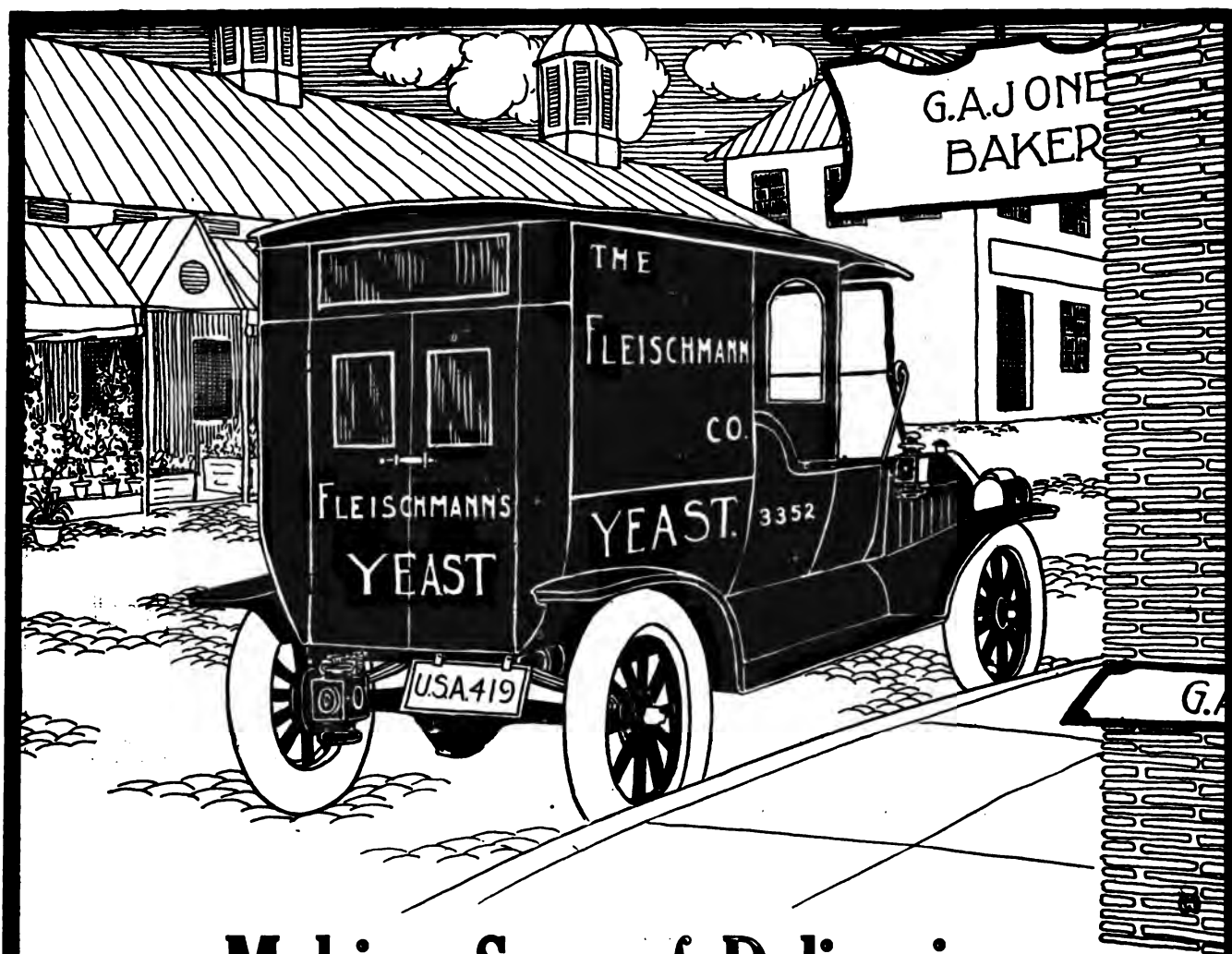
Please send me one pound FREE sample of MALZO sufficient for a one barrel baking.

Name

Address

State

(Enclose business card if possible)



Making Sure of Deliveries

Wise old Benjamin Franklin said if you wanted a thing done well to do it yourself.

That's precisely the reason why we handle the delivery of

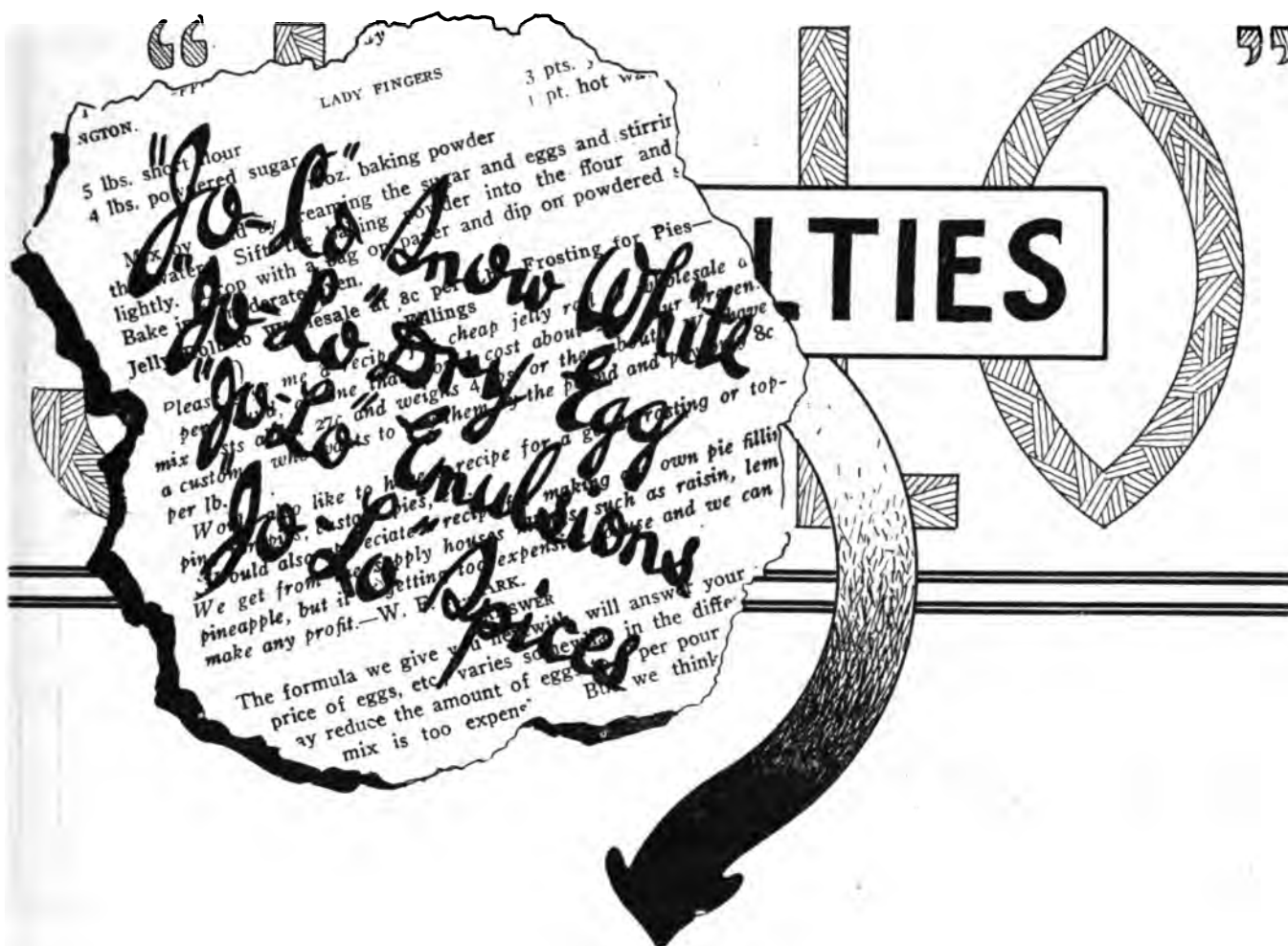
FLEISCHMANN'S YEAST

through our own organization. We couldn't know exactly how and just when you got your yeast unless we delivered it direct to you.

So we make sure that our delivery service is well done by "doing it ourselves".

THE FLEISCHMANN CO.

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Add the necessary flour and shortening to this combination and you have settled the package cake problem

Don't put up with the troubles that are most common in making package cake—settle those difficulties by using "JO-LO" specialties—made especially for package cake.

We all know that the package cake is a builder of profits but we also know that it's hard to make right. "JO-LO" takes all the difficulties out and puts the profits and satisfaction in. We've spent years in developing our product and know every peculiar

need in the making of real good and toothsome package cake.

Put your problems up to our representative who will call at your request and demonstrate how quality Package Cake is made with "JO-LO" Products—it will cost you nothing and the results will please you.

Cut out the coupon below and fill it in. Mail to us and you'll receive all necessary information

JOE LOWE COMPANY

303 Greenwich St., New York

**Joe Lowe Company,
303 Greenwich St., New York**

Gentlemen:

Please send me full particulars regarding your package cake specialties, and let me know when you can arrange to send your representative.

Name

Address

State



New Exact Whip

Conforms with the
PURE FOOD LAWS!

Are You Prepared to conform to the recent ruling of the Department of Agriculture, barring the use of **Soap Bark or Saponin?**

We Are Prepared!

Our New Exact Whip contains absolutely **no** soap bark or soap bark preparations: Whips easily; will brown in hot or cool oven; excellent flavor; no fear of bad eggs.

Wonderful Meringue for Short Cake, Cream Rolls, Tarts or Pies.

Manufactured only by

HIRSCH BROTHERS CO.

206-208 W. Illinois St.

Chicago, Ill.

READ THIS

Saponin Barred From Food Products

The addition of saponin to food mixtures which are sold for use in place of white of eggs is regarded by the Bureau of Chemistry of the Department of Agriculture as constituting adulteration within the meaning of the Food and Drugs Act. In "Service and Regulatory Announcements No. 17" it is stated that the practice is usually adopted for the purpose of concealing inferiority and that therefore it comes within the definition of adulteration in the Food and Drugs Act. Saponin is used extensively in so-called substitutes for white of egg for the purpose of producing foam and thus giving the articles a fictitious appearance of body and therefore of food value.
—May Issue Bakers Review.

**10c Worth of Cake in
an Attractive Package**

*That's what brings
your customers back*

IF YOUR GOODS ARE MADE RIGHT—THEY WILL BE IF YOU

USE RI-CO PRODUCTS

Put an assortment of Honey Fruit—White—Gold and Spice Cakes on your counter—watch your customers wait on themselves! They know the cake is fresh and will keep so—that it has not been exposed to dust or handled and that it can be carried home without being crushed. **Send the coupon for full information.**

To get the dimes out, you must put goodness in—

RI-CO
Pure White

RI-CO
Whole Dry Egg

RI-CO
Emulsions

RI-CO
Extract

THE W. K. JAHN CO.

483 Greenwich St.
NEW YORK

130 No. Franklin St.
CHICAGO

Mail this
Coupon Today.
The W. K. Jahn
Co., 483 Greenwich
St., N. Y., or 130 No.
Franklin St., Chicago.
Gentlemen—Please send par-
ticulars at once regarding your 10
cent box cake proposition.

Our Demonstrator will call if you wish—Free of Charge

Name.....
Address.....
City..... State.....

At Van Buren, Maine We Are Ready to Ship to You

what we consider to be the finest **Wild Raspberry Cakefilene** ever put up. This is ready for August delivery and will be sold at 13c per lb., in 160 lb. kegs, only during that month. After August the price will probably go up because of the higher cost of sugar.

Bear in mind—*It's made from the Fresh Wild Berry and one of the best business builders you would ever want.*

Use the coupon attached for your order and get it in the mail tonight.

H. A. JOHNSON CO.
BOSTON

Cut out this Coupon

H. A. JOHNSON CO.
BOSTON

Gentlemen—

Kindly enter my order for
..... kegs of your **Wild Raspberry Cakefilene**, for August delivery.

13c per lb.—160 lb. kegs.

.....

.....

"POOR GOODS ARE DEAR AT ANY PRICE"

READ MACHINES



Cost a little more at first, but are cheap in the long run

The Read Machinery Co., York, Pa.

**Kalamazoo Vegetable
Parchment Company
Kalamazoo, Michigan**

Manufacturers of high
grade parchment and
waxed paper.

Paul Richard's Pastry Book

Especially Adapted for Hotel and Catering Trades

THE MOST COMPLETE BOOK OF ITS KIND. THOROUGHLY PRACTICAL AND UP-TO-DATE. CONVENIENTLY INDEXED.

Contains departments on the following subjects: Fruit Jellies and Preserves—Pastry and Pie Making, Pastes and Fillings—Cake Baking—Pudding and Sauces—Ice Creams, Ices, Punches, Etc.—Breads, Rolls, Buns, Etc.—Candy Making and Miscellaneous Recipes—Bread Economics in Hotel—Caterers' Price List.

PRICE \$2.00—FOR SALE BY

BAKERS REVIEW WOOLWORTH BLDG.
NEW YORK CITY



The
GEM
Doughnut
Machine

is perfected
to such a
degree that
it

**Will Cut 120 to 140 Doughnuts
per Minute**

You are able to fill ordinary kettles holding from three to four dozen doughnuts so fast that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time.

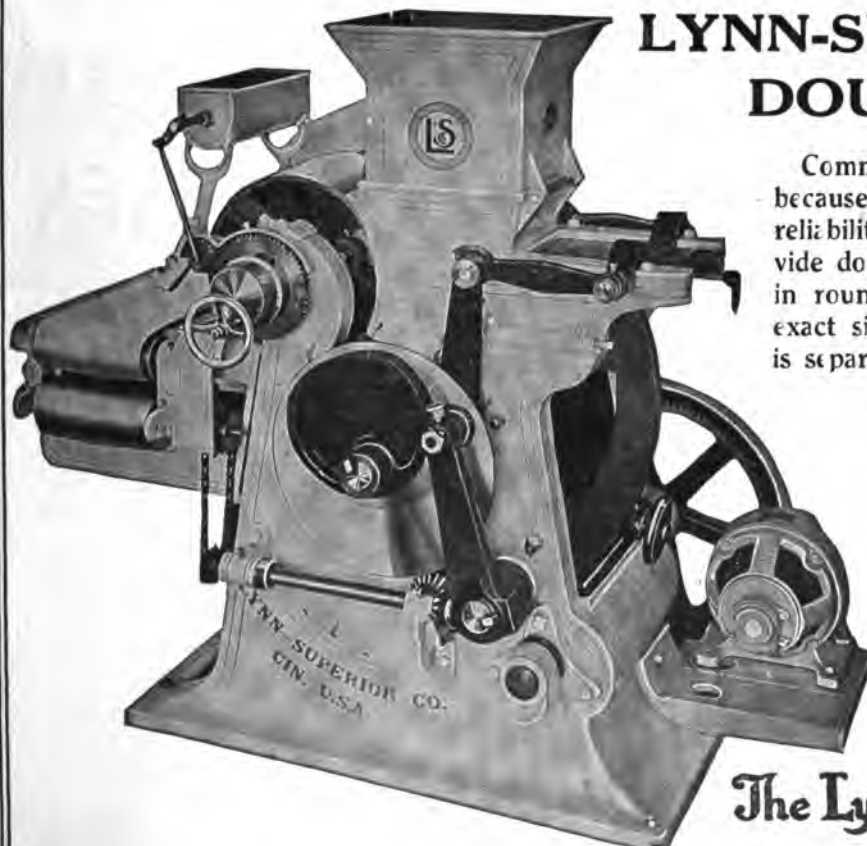
If you desire to turn out a large number of good doughnuts, you should investigate this machine. Large bakeries all over the country are getting supreme satisfaction from the Gem. And you can do the same.

BAUM & SCHOEL
WATERLOO, IOWA

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Machinery and Equipment

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LYNN-SUPERIOR DOUGH DIVIDERS

Command the attention of practical bakers because of the great record for accuracy and reliability. The "L-S" does not merely divide dough into pieces. It turns out dough in round form from round pockets in the exact size and weight wanted. Each piece is separate—not sticking to the next one.

Each piece is gently handled all the way through and deposited on the Conveyor.

Handles any kind of dough as well as hand scaling.

If you have put off getting a divider you now have an opportunity to get one that is right.

Will You Accept It?

Send a Line Today for Full Particulars

The Lynn-Superior Company
Cincinnati, Ohio.

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Union Combination Bread and Bun Rounder

Is a small 800 lb. machine occupying space 50 in. long, 32 in. wide and 42 in. high and requires only a $\frac{3}{4}$ H.P. motor to operate—or may be run by belt. It rounds dough from 1 to 48 ounces and is impossible to double loaves. It is a high class machine performing its work in a flawless manner, yet is 50% cheaper than any of its competitors. There are many reasons why you should operate one of these machines.



Patented Aug. 31, 1915

**Rounds 3,500
Loaves or
600 Doz. Buns
per Hour**

with only one man operating. One man rounding dough by hand could round at the most only 500 loaves of bread or 85 doz. buns an hour—and at that he couldn't keep up the severe pace for more than an hour.

You can readily see the economy of this machine.

Why Not Send for Our Catalogue?

The Union Wrapping Machine Co.,

Joliet, Illinois



**The
New Model
HAYSEN
Bread
Wrapping
Machine**

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

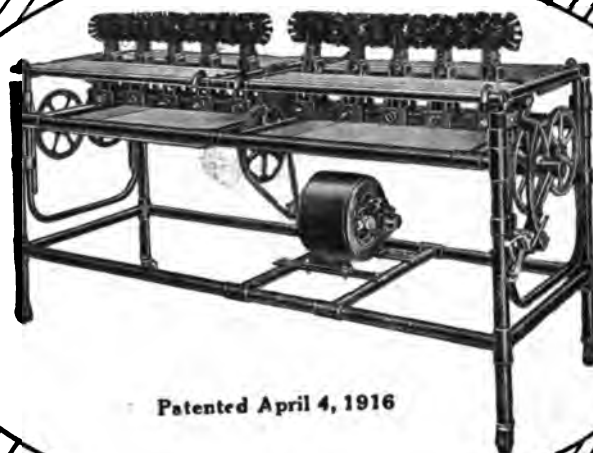
More than 150 HAYSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSEN MFG. CO.

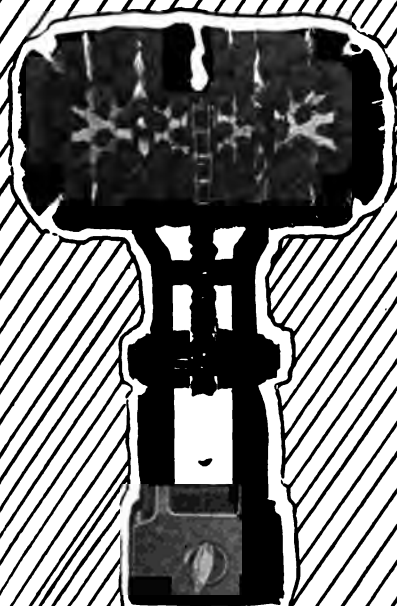
SHEBOYGAN, WIS.



Patented April 4, 1916

UNIVERSAL

PAN CLEANING AND GREASING MACHINES



Brushes Removable for Cleaning

Absolute Cleanliness

is attained in the Universal Pan Cleaning and Greasing Machine. The cleaning of brushes, after a load of pans has been cleaned and greased, is easily accomplished in ten minutes time because the

Brushes are Removable for Cleaning

which allows them to be immersed in boiling water and sanitarily cleansed of all grease and foreign matter. The cost of operating is reduced to a minimum as the brushes are reversible, which permits uniform wear. They are adjustable for depth and width of any pan making this machine universal in operation as well as name.

Built of only the best material throughout the Universal will last indefinitely.

Guarantee the cleanliness of your products by using the Universal.

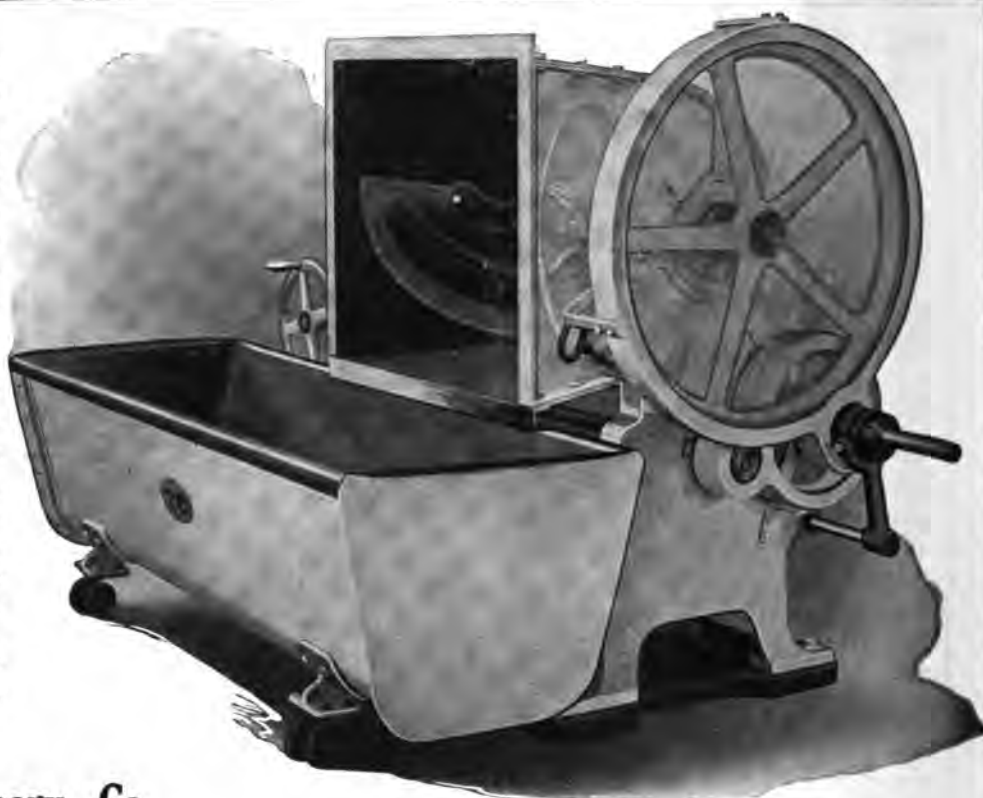
Our catalogue will show you how to clean your pans hygienically, cheaply and quickly. Shall we send it?

The Koenig Keller Co.

530 East King St.,
LANCASTER, PA.

"Here is the mixer that has stood the test for twenty-eight years. Has all cut gears. Gears guarded to comply with laws of each state. Substantially built. Made in sizes from $\frac{1}{2}$ to 10 bbl. size, both belt and motor driven types

Have records of Champion mixers being in actual service for twenty-five years. Write for list of users in your vicinity. Prices quoted on request. If motor drive desired, give motor specifications which you can obtain from your Electric Power Co. Manufacturers of complete line of machinery for the Bakery."



Champion Machinery Co.

Joliet, Illinois

Chicago Representative: H. M. BACHMAN

Room 231,

175 W. Jackson Blvd.

Hance Gocycles

Strongly constructed vehicles that will appeal strongly to every red-blooded boy and girl, are only one of our large list of sales boosters. Gocycles are the rage in all large cities all over the country, and for that reason



(Patents Pending)
THE
WORLD-FAMOUS
GOCYCLE

Will Boost Your Bread Sales

Don't be satisfied, Mr. Baker, to plug along year after year eking out a meagre existence from your bakery—use our sales boosters and reap bigger profits.

One prominent baker says: "Rush enclosed order for Mexican War W Hoop Games. This is the first winner we have found this year."

He and hundreds of others are making more profit by using our premiums. Why don't you?

Our catalogue, showing numerous plans for developing your business, is free for the asking. Shall we send it?

J. W. Hance Foundry Co.

Westerville, O.

BAKERS

Supplies, Tools and Utensils

When you are in the market for supplies, tools or utensils, it is well to consider besides quality the service to which you are entitled.

No matter what your wants we can supply you—and the service we extend will make you a life-long customer.

May we have a trial order?

J. W. ALLEN & CO.

110-118 Peoria St.

CHICAGO, ILL.

A

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THE "AMERICAN"
Divider and Rounder
 saves not only much
 laborious effort but stands
 the wear and tear of continued
 service—

and it's perfection of operation lends a better
 quality to the bread. AMERICAN Equip-
 ment represents real business assets in any
 bakery using it.

Some Users of AMERICAN Equipment

Jay Burns Baking Co.	- Omaha, Nebr.	United Bread Co.	- - Terre Haute, Ind.
Memphis Bread Co.	- Memphis, Tenn.	Model Bakery, C. O.	
Freund Bakery of Ameri-		Schweickhardt	- Burlington, Iowa
can Bakeries Co.	- St. Louis, Mo.	H. Korn Baking Co.	- Davenport, Iowa
Atlas Bread Co.	- Milwaukee, Wis.	American Baking Co.	- Louisville, Ky.
Texas Bread Co.	- Houston, Texas	Grocers Baking Co.	- Louisville, Ky.
Nafziger Baking Co.	- Kansas City	College Hill Bakery,	
F. H. Hohengarten, Home		G. L. Jordan	- - Topeka, Kans.
Bakery	- St. Louis, Mo.	H. Weil Baking Co.	- New Orleans, La.
Welle-Boettler Bakery	- St. Louis, Mo.	Schmidt's Vienna Bakery	- Baltimore, Md.
Heydt Bakery Co.	- St. Louis, Mo.	General Baking Co.	- Boston, Mass.
Connelly Baking Co.	- Springfield, Ill.	Pope Baking Co.	- - Detroit, Mich.
Hartmann Bros. Bakery	- Springfield, Ill.	Sanitary Bread Co.	- Minneapolis, Minn.
Manewal Baking Co.	- E. St. Louis, Ill.	Consumers Bread Co.	- Kansas City, Mo.
Indianapolis Baking Co.	- Indianapolis, Ind.		

The Final Test—Ask Any User of "American Equipment"

American Bakers Machinery Co.

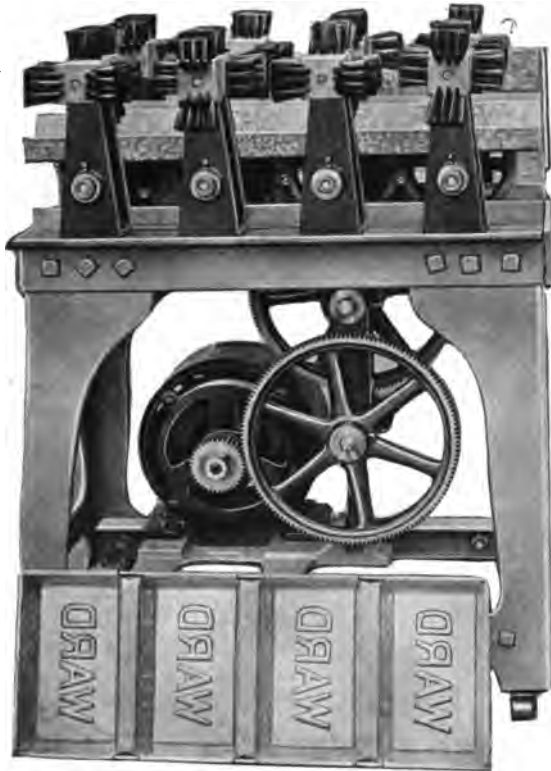
9th and Clinton Streets

ST. LOUIS, MO.

A

A

Standard Pan Cleaning and Greasing Machine



This machine will grease 2000 pans with $\frac{1}{4}$ lb. lard

SINCE BREAD WRAPPING has become almost a universal custom and law, it is very important that your bread shall have a **Spotless Crust**, so that the housewife will not be disappointed when she removes the wrapper.

Your bread will be clean and free from specks and spots if you use the **Standard Pan Cleaning and Greasing Machine** to clean and grease your pans.

The work will also be done with a **uniform perfection** impossible by any other method.

You owe it to yourself to investigate.

Send for our catalog—**Do It Now.**

GOTTSCHALK & COMPANY, Inc.

Reedsville, Pa.

IT'S COMING A Bread Wrapping Machine that Will Challenge the Future!

It will pay you to wait for the

PNEUMATIC STANDARD BREAD WRAPPING MACHINE

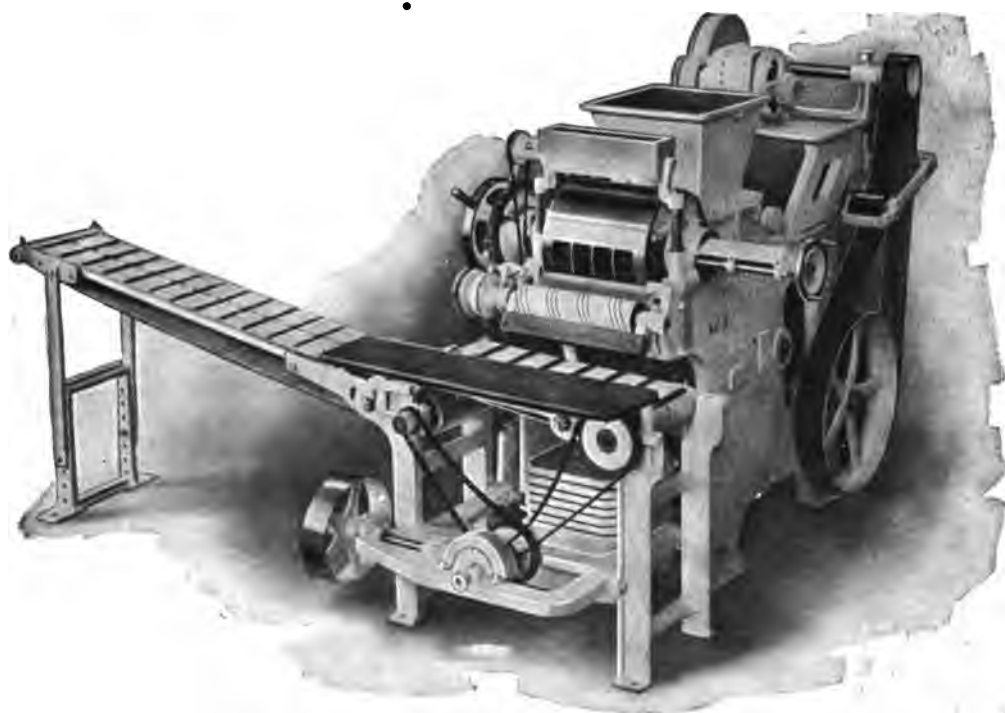
Remember: We took over the Standard Machine and although it was easily the most economical and desirable machine on the market, we discontinued its sale in order to perfect it to an even greater degree of efficiency.

The result is in your favor and when you get this machine you will have something absolutely reliable and which will meet more completely than ever the requirements of bakers for properly wrapped bread

It will be to your interest to wait for the best

**PNEUMATIC SCALE CORPORATION, Limited,
NORFOLK DOWNS, MASS.**

Boston New York Chicago Kansas City Toronto, Ont.
W. & C. PANTIN, 147 Upper Thames St., London, Eng.



Summer Heat and Bakers

Men in "fine fettle" working under conditions which promote and keep them in good humour, mean bigger, better profits.

Summer heat and the monotony of hand work are not conducive to most profitable production.

They induce carelessness and inaccuracy which means waste.

A DUTCHESS Automatic Dough Divider will eliminate this, and will be for you a reliable, unfailing servant, accurate, efficient and untiring *in all seasons* and will make work in your shop a pleasure.

Hundreds of bakers are enjoying the profits produced through the use of these machines—so should you.

"Our Sales Tell The Tale!"

DUTCHESS TOOL COMPANY
Beacon, N. Y.



Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

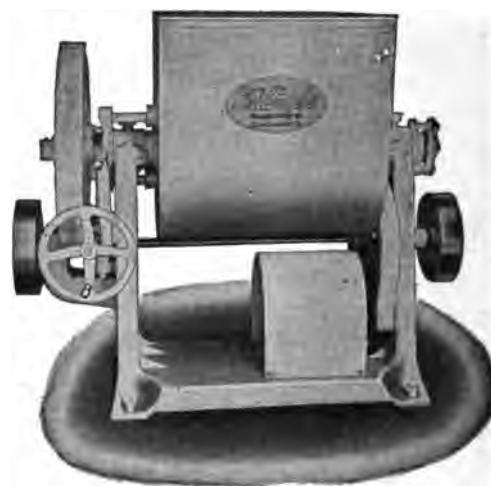
A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

Ask for detailed description and price.

The J.H. Day Company
1144 Harrison Ave., Cincinnati, O.

Here is the Latest Type Triumph Dough Mixer

*Safety First
Friction Drive*



Built in One to Four Barrel sizes.
Finished in Sanitary, White enamel.
Fitted with pulley or motor, gas or
gasoline engine.
Two extension pulleys on motor drive.

To avoid accidents—all gears enclosed.
Mixer can be started or stopped with-
out shutting off power.
Note plain, simple design.
Uses less power—gives increased yield.
Bronze stuffing boxes. All cut gears.
Motor is covered—is easily cleaned.
One price—no extra charges asked.

*Write today for prices or ask our
Representative*

Place Your Order Now

The Triumph Mfg. Co.

3400-3408 Spring Grove Avenue

CINCINNATI, OHIO

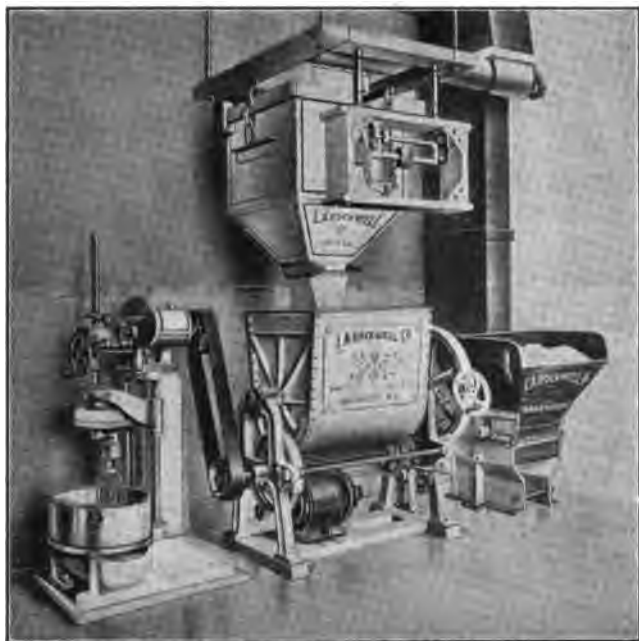
Member National Association of Master Bakers

The "Harton" 1916 Model SELF-CONTAINED Combination Wire Cutting and Depositing Drop Cake Machine

Fully Guaranteed



Equipped with Electric Motor, Starting Switch, Reeve's Variable Speed Transmission and Morse Silent Chain Drive
Pembroke D. Harton Co. BISCUIT MACHINERY AND OVENS **Phila., Pa.**
 "Modern Ideas in Machinery"



ROCKWELL MADE
FOR THE BAKER'S TRADE



GOOD, substantial profits are made by the baker whose shop is equipped with modern, productive appliances designed to increase output and materially lower the cost of production.

The Rockwell Outfit

comprised of the Rockwell Mixer, flour elevator, scale and 4-speed cake mixer represents the highest type of mechanical baking appliance ever offered. What this outfit is doing for hundreds of bakers and what it can do for you is told in our literature. May we send you the details?

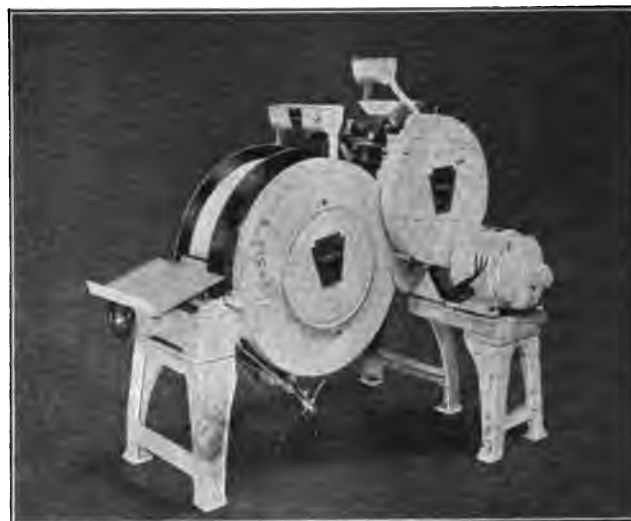
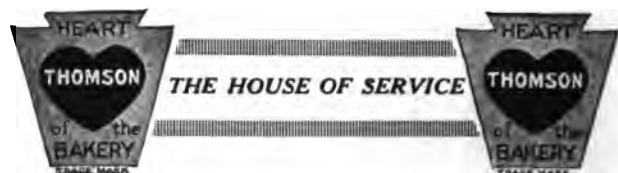
L. A. ROCKWELL CO.

Formerly Fowler & Rockwell

430-432-434 Smith Street

Brooklyn, N. Y.

Member National Association Master Bakers



It's Expensive to Experiment

—especially with a loaf moulder. It's needless to "shop around," since the THOMSON has been proved—in hundreds of Bakeshops all over the country—to be the only thoroughly reliable Loaf Moulder on the market. The efficiency of the

Thomson Standard Loaf Moulder

can be quickly affirmed in your shop. If we can't prove to you the all 'round superiority of our moulder we don't want you to buy one. Let us tell you more about the THOMSON.

Write today for descriptive circular in colors


THOMSON MACHINE CO.

JOHN J. HOPPIN, President

Main Office and Works, Belleville, New Jersey

Largest Manufacturers of Bakers' Machinery, Exclusively, in America

George E. Gowdy, Southern Representative, 20 9 College St., Jacksonville, Fla.



In the Modern Bakery
you will find a G-E
motor for each
operation.

Pumps, elevators, sifters, mixers, dividers, labeling machines—all have individual motors. Each motor is controlled from the best point—sometimes nearby, sometimes several feet away—often on the next floor or in the gallery.

In this way no time is lost, the accident risk is reduced and the power can be shut off when its work is done.

A clean orderly bakery means increased profits. Ask our nearest office or Motor Agency the best way to use electricity to advantage in your bakery.

General Electric Company

General Office:
Schenectady, N. Y.



Sales Offices
in all Large Cities

6250

L. L. GILBERT BAKING CORPORATION NEW HAVEN, CONN.



Fig. No. 772 W. & P. Co. Bread Cooling Tables

The plant of the L. L. Gilbert Baking Corporation is one of the finest in the State. Believing in good things Mr. Gilbert gave W. & P. Co. the complete equipment of his plant. He is satisfied with his choice. Ask him.

*We manufacture a full line of Bakery Machinery and Ovens
No plant too large none too small for our consideration*

WERNER & PFLEIDERER CO. SAGINAW, MICH.

EMIL STAEHLE, General Manager

BRANCH OFFICES:

New York

Philadelphia

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BAKERS REVIEW

VOL. XXXIII

NEW YORK, AUGUST, 1916

No. 5

National Convention at Salt Lake City

FOR the first time in its history, a convention of the National Association of Master Bakers is being held in the Far West this year. On August 7, the first session of the twentieth annual convention of the National organization will be called to order in the Hotel Utah, Salt Lake City, Utah, by President Jay Burns, of Omaha, Neb.

The program, which is published elsewhere in this issue, promises a fund of good things in store for the bakers who attend the various sessions. The entertainment program has not been divulged as yet by the local bakers, but it is said that the men of Utah will not be behind their brethren of other states in making the success of the program assured by their ability to provide entertainment features that will entertain.

Those who attend the National convention will find Salt Lake a beautiful city, mistress of an empire extending 300 miles and more in every direction. It is said that within that area are to be found the greatest known deposits of iron, coal and hydrocarbons. Within 23 miles of Salt Lake City is the greatest copper mine in the world, and within the borders of the State are hills of epsom salts, and vast phosphate and sulphur beds. The water of Great Salt Lake are 21 per cent. salt and will in the near future provide for a vast and yet undeveloped field of industry in the extraction and utilization of products such as phosphates, nitrates, etc. Taking short auto trips from the city one may find gold, silver, lead, zinc and copper mines which have paid and are paying millions of dollars.

Many of the bakers and associate members from the East who attend the convention will visit the San Diego Exposition, Yellowstone Park, the Wonderland of the West; the Yose-

mite, called "a masterpiece of Nature"; the Grand Canyon of the Colorado, known as "that incomparable chasm," and a hundred other places of similar beauty and majesty.

It is, of course, anticipated that there will be a bigger representation of bakers from the Far West than at any previous convention of the National. President Burns, who recently completed a trip to and along the Pacific Coast, reports that California promises a solid train out of San Francisco—Los Angeles two or three cars, and the Pacific Northwest (taking in Oregon, Washington, Idaho and British Columbia) from forty to seventy-five delegates. As Mr. Burns says, "this year's convention offers the one great opportunity for uniting the bakers of the entire country—from coast to coast—in a real co-operative organization for the solution of the big problems which loom up in the immediate future. We need the West—the West needs us—the opportunity for a fraternal hand-clasp across the great divide is offered this year. If we generously take advantage of it, great things may be accomplished. If the bakers of the Eastern and Central states are as liberally represented at Salt Lake as the bakers from the Far West will be—this year's convention will go into history as not only the greatest but the largest in our Association's history."

To those who are still on the "fence" about going to the convention, we would suggest that they consider the words of W. E. Long, who says: "Make up your mind right now that you are going to Salt Lake—that you are going there to help in the accomplishment of a great work that will make you a bigger, stronger man, with bigger ideas, a broader vision, and with optimism and enthusiasm that knows no failure."



JAY BURNS, Convention President

The Master Bakers' Special to Salt Lake City

Arrangements have been made with the Chicago, Milwaukee & St. Paul Railway, in connection with the Union Pacific and Denver & Rio Grande Railroads, for an exclusive special train from Chicago to Salt Lake City (via Denver) for the accommodation of those attending the National Convention, week of August 7th. This special train will be made up of standard and compartment sleeping cars, dining cars, and library-observation car, and will leave Chicago from Union Passenger Station, Canal and Adams Streets, via the Chicago, Milwaukee & St. Paul Railway, at 10 P. M., Friday, August 4th, and will be operated on the following schedule:

Lv. Chicago, C. M. & St. P.	10:00 PM, Fri., Aug. 4th
Ar. Omaha, C. M. & St. P.	10:30 AM, Sat., Aug. 5th
Lv. Omaha, Un. Pac.	11:00 AM, Sat., Aug. 5th
Ar. Denver, Un. Pac.	1:00 AM, Sun., Aug. 6th
Lv. Denver, D. & R. G.	1:30 AM, Sun., Aug. 6th
Ar. Pueblo, D. & R. G.	5:30 AM, Sun., Aug. 6th
Lv. Pueblo, D. & R. G.	6:00 AM, Sun., Aug. 6th
Ar. Glenwood Springs, D. & R. G.	4:00 PM, Sun., Aug. 6th
Lv. Glenwood Springs, D. & R. G.	10:00 PM, Sun., Aug. 6th
Ar. Salt Lake City, D. & R. G.	12:00 M., Mon., Aug. 7th

The route of this special train is through the rich agricultural district of Central-Western Iowa and Nebraska, and will afford an excellent opportunity of viewing Colorado scenery by daylight with an especially enjoyable stop-over at Glenwood Springs, and a view of Western Colorado and the Salt Lake Valley.

The railroad fare from Chicago to Salt Lake City and return will be \$45.00, and tickets will be good for return passage via any direct route, up to and including October 31st, 1916. Those

desiring to visit Yellowstone Park should have the destination of their tickets made to Yellowstone, Mont., which is the Western entrance to the park, as the \$45.00 rate also applies to this point and return. Full information regarding trips to the Pacific Coast and return can be obtained on application to your nearest coupon ticket agent. Our travelers should remember, however, that the route must be determined when purchasing tickets.

The sleeping car rate, Chicago to Salt Lake City (including stop-over at Glenwood Springs) are \$9.00 for double lower berth, \$7.20 for upper berth, \$16.20 for a section (containing double lower and double upper berths), \$25.50 for compartment (containing double lower and double upper berths and toilet conveniences), and \$32.00 for drawing room (containing double lower, double upper, and single berth, and toilet conveniences).

For parties desiring to join the special train at Omaha, the sleeping car rates will be as follows:

\$ 7.00 for lower berth.
5.60 for upper berth.
20.00 for compartment.
25.00 for drawing room.

Details regarding rates and accommodations covering the various trips through Yellowstone Park can be obtained on application to your nearest coupon ticket agent.

Requests for sleeping car reservations may be sent to J. M. Bell, Secretary National Association of Master Bakers, 160 W. Jackson Blvd., Chicago, (Telephone Wabash 7504), or direct to C. N. Souther, G. A. P. D., Chicago, Milwaukee & St. Paul Railway, 315 Marquette Bldg., Chicago. (Telephone Harrison 6162).

Round-Table Conference to be a Feature

Herewith is an incomplete list of the delegates to the "round table" conference which it is proposed to hold during the convention at Salt Lake City, with the purpose of giving a representative group of men (few enough in number to reach some agreement if possible) the opportunity to discuss the present organization of the baking industry in the United States, and to determine whether or not they wish to recommend changes that would unite the strength of all the separate organizations, local, state and national, into a body of bakers organized for offense and defense, and able to cope with legislative problems, derogatory advertising, false public impressions and all other matters that mean so much, one way or the other, to the industry.

President Burns and Vice-President McDonald have been asked to give some consideration to an "order of business" for this conference, which will follow a lunch at the Hotel Utah for delegates only, on Wednesday, August 9th, and may continue as late as 4:30 P. M., without causing delegates to miss any part of the entertainment program. The lunch will be at the individual expense of delegates. An opportunity will be given in the convention program of the following day's session to receive any report that the conference may wish to present.

Messrs. Burns and McDonald have instructed Secretary Bell to request presidents of state and group-state organizations, as also the delegates selected to take part in this conference, to give advice consideration to the probable nature of this conference, and to advise the secretary of any topic or topics, or phases of the general subject, which they believe ought to be considered and discussed.

Mr. Bell will be glad to receive suggestions of any kind regarding this conference. It is desired that each delegate realize fully that the conference is as much his as anybody's, and that no definite proposition has been prepared by anybody so far as is aware. Anybody who wishes to propose an

outline of business or a definite proposition, or both, is at liberty to do so; but anything of this kind should be submitted without much delay.

The idea of the conference arose out of the indications, which have been increasing in number recently, that the present basis of organization is not adequate to meet the issues confronting the industry, and that the leaders in the various bakers' associations have begun to realize such a state of affairs. The proposed conference ought to prove whether or not this surmise is correct.

LIST OF DELEGATES APPOINTED TO DATE (7-19-16) TO TAKE PART IN ROUND TABLE CONFERENCE DURING NATIONAL CONVENTION AT SALT LAKE CITY, AUGUST 7-11, 1916

(Showing States not yet represented.)

("N. S. O." means No Separate Organization.)

New England Tri-State Association—Maine, (N. S. O.); New Hampshire, (N. S. O.); Vermont.

Southern New England—Massachusetts; Rhode Island, (N. S. O.); Connecticut, (N. S. O.); New York; New Jersey. Pennsylvania; Delaware, (N. S. O.)

Potomac States Association—Maryland, (N. S. O.), Charles E. Meade, Baltimore; District of Columbia, (N. S. O.), Robert L. Corby, Washington; Virginia, (N. S. O.), A. H. Nolde, Richmond; West Virginia, (N. S. O.), F. B. Stroehman, Wheeling.

Southeastern States—North Carolina, (N. S. O.); South Carolina, (N. S. O.), Augustus Geilfuss, Spartanburg; Georgia, (N. S. O.), Henry Malchow, Atlanta, and Clarence Sears, Macon; Florida, (N. S. O.), John Seybold, Miami; Alabama, (N. S. O.), Gordon Smith, Mobile; Tennessee, (N. S. O.), James A. Winkelman, Memphis; Mississippi, (N. S. O.), Leo C. Koestler, Vicksburg; Kentucky.

Central Tri-State Association—Ohio, Chas. F. Stolzenbach, Lima; Indiana, Robert M. Bryce, Indianapolis; Michigan, Ed-

ward D. Strain, Battle Creek; Illinois, August F. Newman, Chicago; Wisconsin; Minnesota, (N. S. O.); North Dakota, (N. S. O.); South Dakota.

Trans-Mississippi Association—Iowa; Nebraska, Jay Burns, Omaha; Kansas; Missouri, R. L. Nafziger, Kansas City. Oklahoma, Otto B. Schmidt, Oklahoma City; Texas, Edward Goodman, Dallas; Arkansas, (N. S. O.); Louisiana, (N. S. O.);

Montana, (N. S. O.), William C. Busche, Livingston; Wyoming, (N. S. O.); Colorado, (N. S. O.), B. P. Bower, Denver; Utah; Arizona, (N. S. O.); New Mexico, (N. S. O.), S. N. Balling, Albuquerque.

Pacific Northwest Association—Washington, David Ackerman, Spokane; Oregon; Idaho, (N. S. O.); Nevada, (N. S. O.); California.

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"You are probably aware of the program feature at Salt Lake City by which it is proposed to provide for a separate meeting of Associate Members on Wednesday morning, August 9th, when the bakers will be in executive session.

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Hotel Utah, Salt Lake City

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"He will accordingly call this meeting to order himself, announce its general purpose, ask for nominations for a chairman and a secretary, and when these have been selected, leave the meeting to its own devices. A stenographer will be provided, and an opportunity will be given at the regular open session of the convention on Thursday morning to present any report which it may be desired to offer.

"In order to make the best use of this opportunity, Associate Members are requested to bear it in mind, and to prepare themselves for

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SIR: I understand there is some thought of changing the Constitution of the N. A. M. B. at the next convention to delegated instead of individual representation. This, in my humble opinion, would be a wrong step and a grave mistake. Everybody has heretofore admitted that the success of the National Association was largely due to the fact that it has an individual membership. It cannot be denied that when representative men of the industry from all parts of the country assemble in convention, where each man has a vote and voice alike, that this has made our national gatherings the success they have been. When men of the same trade are thrown together, exchange of ideas naturally take place, and this benefits the individual as well as the trade in general. Change this to a delegated body, and what would be the effect?

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(Concluded on page 60)

Program for the Nineteenth Annual Convention of Master Bakers at Salt Lake

**Big Crowd Expected at the First Gathering in the Far West
of America's Big Men of the Baking Industry**

MONDAY, AUGUST 7th

1. Registration and check-in at the P. M. Hotel.
2. Dinner at the P. M. Hotel.
3. Entertainment in the ball room of the Hotel.
4. Entertainment in the evening.
5. Entertainment in the evening.
6. Entertainment in the evening.
7. Entertainment in the evening.
8. Entertainment in the evening.

TUESDAY, AUGUST 8th

1. Entertainment in the evening.
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9. Entertainment in the evening.
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3. Legislative Committee Report.
Discussion led by E. D. Strain, Battle Creek, Mich.
4. "Publicity for the Baking Industry," T. T. Frankenberg, publicity expert, Columbus, O.
Discussion led by W. E. Long, president, W. E. Long Co., Chicago, and Pacific Baking Co., Los Angeles.

The Entertainment for Tuesday, at least so far as the men are concerned, will be confined to the evening hours, so as not to interfere with the double session of this day. A special performance at the American Theatre is announced for the evening.

WEDNESDAY, AUGUST 9th

(Morning session only, two meetings—both executive.)

Regular Members (bakers) will meet in executive session at 10 o'clock for the following program:

1. "The Future of the National Association," J. M. Bell.
Discussion led by J. A. Winkelman, of the Winkelman Baking Co., Memphis, Tenn.
2. The Membership Question.
Discussion led by Wm. M. Foley, secretary, California Association of Master Bakers, San Francisco, Cal.
3. "The Use of Mineral Salts in Bread Making," Dr. Raymond F. Bacon, director of the Mellon Institute of Industrial Research, University of Pittsburgh.
Discussion led by Prof. John C. Summers, of the Operative Miller and Baker Laboratories, and Dr. Arnold Wahl, of the Wahl Efficiency Institute, Chicago.

Convention of the National Association- City, Utah, August 7, 8, 9, 10 and 11.

Features Include Discussions on "Preparedness"; "Ten Cent Bread"; "Welfare of Employees"; "Publicity" Etc.

Associate Members (supply men) will meet in a separate room, beginning at 10 o'clock. The meeting will be called to order by Henry W. Stude, of Houston, Tex., who will explain its purpose. The meeting will then be entirely in the hands of the Associates themselves.

Round Table Conference luncheon for State and group-State delegates, at the Hotel Utah, at 1 o'clock Wednesday, August 9th. The conference may sit as late as 4:30 without causing delegates to miss any part of the Entertainment for Wednesday. This consists of a visit to Pinecrest and luncheon there for the ladies, returning to the city during the afternoon, and leaving the city again, with the men, at 5 o'clock, for Saltair beach and pavilion, where bathing in Great Salt Lake, a supper, and dancing in the evening will be the program.

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(One session, open to all—beginning at 9 o'clock on account of the necessity for early adjournment to entrain for the trip to Bingham.)

1. Report of Round Table Conference. Discussion.
2. Report of Associate Members' Session. Discussion.
3. "Simple Tests of Raw Materials," David Cox-ford, of the Anthony Baking Co., Rochester, N. Y.

Discussion led by Prof. Willis O. Gordon, of the Siebel Institute, Chicago, and J. A. Wright, of the Log Cabin Baking Co., Portland, Ore.

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Discussion led by David Ackerman, Spokane, Wash.

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6. Election of Officers.
7. Selection of 1917 Convention City.
8. Opening of Question Box.

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This will be a trip to the copper mines at Bingham, and may have to include a box lunch on the train in order to get a sufficiently early start to see the mines and return to Salt Lake City in time for dinner. For the evening a special recital on the great organ in the Mormon Tabernacle is announced.

FRIDAY, AUGUST 11th

(One session, open to all—at 10 o'clock A. M.)

1. Installation of New Officers.
New President will take the gavel for the session.
2. "The Modern Baker—His Duty to the Public and How He Is Fulfilling It," Dr. H. E. Barnard, State Food and Drug Commissioner of Indiana.
3. "Price Maintenance," Sol Westerfeld, vice-president, National Retail Grocers' Association, Chicago.

4. Address by some Western baker on a topic to be chosen by himself.

Get-Together Luncheon for Rotary Men—Suggested by Mr. Stude.

The Entertainment Feature for Friday, August 11th, will be Automobile Rides in Relays Through the City.

Train leaves for Yellowstone Park at 7:15 P. M.

Be Made Better, And You Happier, For Your Experiences.

The Master Bakers' Special to Salt Lake City

Arrangements have been made with the Chicago, Milwaukee & St. Paul Railway, in connection with the Union Pacific and Denver & Rio Grande Railroads, for an exclusive special train from Chicago to Salt Lake City (via Denver) for the accommodation of those attending the National Convention, week of August 7th. This special train will be made up of standard and compartment sleeping cars, dining cars, and library-observation car, and will leave Chicago from Union Passenger Station, Canai and Adams Streets, via the Chicago, Milwaukee & St. Paul Railway, at 10 P. M., Friday, August 4th, and will be operated on the following schedule:

Lv. Chicago, C. M. & St. P.	10:00 PM, Fri., Aug. 4th
Ar. Omaha, C. M. & St. P.	10:30 AM, Sat., Aug. 5th
Lv. Omaha, Un. Pac.	11:00 AM, Sat., Aug. 5th
Ar. Denver, Un. Pac.	1:00 AM, Sun., Aug. 6th
Lv. Denver, D. & R. G.	1:30 AM, Sun., Aug. 6th
Ar. Pueblo, D. & R. G.	5:30 AM, Sun., Aug. 6th
Lv. Pueblo, D. & R. G.	6:00 AM, Sun., Aug. 6th
Ar. Glenwood Springs, D. & R. G.	4:00 PM, Sun., Aug. 6th
Lv. Glenwood Springs, D. & R. G.	10:00 PM, Sun., Aug. 6th
Ar. Salt Lake City, D. & R. G.	12:00 M., Mon., Aug. 7th

The route of this special train is through the rich agricultural district of Central-Western Iowa and Nebraska, and will afford an excellent opportunity of viewing Colorado scenery by daylight with an especially enjoyable stop-over at Glenwood Springs, and a view of Western Colorado and the Salt Lake Valley.

The railroad fare from Chicago to Salt Lake City and return will be \$45.00, and tickets will be good for return passage via any direct route, up to and including October 31st, 1916. Those

desiring to visit Yellowstone Park should have the destination of their tickets made to Yellowstone, Mont., which is the Western entrance to the park, as the \$45.00 rate also applies to this point and return. Full information regarding trips to the Pacific Coast and return can be obtained on application to your nearest coupon ticket agent. Our travelers should remember, however, that the route must be determined when purchasing tickets.

The sleeping car rate, Chicago to Salt Lake City (including stop-over at Glenwood Springs) are \$9.00 for double lower berth, \$7.20 for upper berth, \$16.20 for a section (containing double lower and double upper berths), \$25.50 for compartment (containing double lower and double upper berths and toilet conveniences), and \$32.00 for drawing room (containing double lower, double upper, and single berth, and toilet conveniences).

For parties desiring to join the special train at Omaha, the sleeping car rates will be as follows:

\$ 7.00 for lower berth.
5.60 for upper berth.
20.00 for compartment.
25.00 for drawing room.

Details regarding rates and accommodations covering the various trips through Yellowstone Park can be obtained on application to your nearest coupon ticket agent.

Requests for sleeping car reservations may be sent to J. M. Bell, Secretary National Association of Master Bakers, 160 W. Jackson Blvd., Chicago, (Telephone Wabash 7504), or direct to C. N. Souther, G. A. P. D., Chicago, Milwaukee & St. Paul Railway, 315 Marquette Bldg., Chicago. (Telephone Harrison 6162).

Round-Table Conference to be a Feature

Herewith is an incomplete list of the delegates to the "round table" conference which it is proposed to hold during the convention at Salt Lake City, with the purpose of giving a representative group of men (few enough in number to reach some agreement if possible) the opportunity to discuss the present organization of the baking industry in the United States, and to determine whether or not they wish to recommend changes that would unite the strength of all the separate organizations, local, state and national, into a body of bakers organized for offense and defense, and able to cope with legislative problems, derogatory advertising, false public impressions and all other matters that mean so much, one way or the other, to the industry.

President Burns and Vice-President McDonald have been asked to give some consideration to an "order of business" for this conference, which will follow a lunch at the Hotel Utah for delegates only, on Wednesday, August 9th, and may continue as late as 4:30 P. M., without causing delegates to miss any part of the entertainment program. The lunch will be at the individual expense of delegates. An opportunity will be given in the convention program of the following day's session to receive any report that the conference may wish to present.

Messrs. Burns and McDonald have instructed Secretary Bell to request presidents of state and group-state organizations, as also the delegates selected to take part in this conference, to give advice consideration to the probable nature of this conference, and to advise the secretary of any topic or topics, or phases of the general subject, which they believe ought to be considered and discussed.

Mr. Bell will be glad to receive suggestions of any kind regarding this conference. It is desired that each delegate realize fully that the conference is as much his as anybody's, and that no definite proposition has been prepared by anybody so far as is aware. Anybody who wishes to propose an

outline of business or a definite proposition, or both, is at liberty to do so; but anything of this kind should be submitted without much delay.

The idea of the conference arose out of the indications, which have been increasing in number recently, that the present basis of organization is not adequate to meet the issues confronting the industry, and that the leaders in the various bakers' associations have begun to realize such a state of affairs. The proposed conference ought to prove whether or not this surmise is correct.

LIST OF DELEGATES APPOINTED TO DATE (7-19-16) TO TAKE PART IN ROUND TABLE CONFERENCE DURING NATIONAL CONVENTION AT SALT LAKE CITY, AUGUST 7-11, 1916

(Showing States not yet represented.)

("N. S. O." means No Separate Organization.)

New England Tri-State Association—Maine, (N. S. O.); New Hampshire, (N. S. O.); Vermont.

Southern New England—Massachusetts; Rhode Island, (N. S. O.); Connecticut, (N. S. O.); New York; New Jersey, Pennsylvania; Delaware, (N. S. O.)

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Montana, (N. S. O.), William C. Busche, Livingston; Wyoming, (N. S. O.); Colorado, (N. S. O.), B. P. Bower, Denver; Utah; Arizona, (N. S. O.); New Mexico, (N. S. O.), S. N. Balling, Albuquerque.

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2. Registration from 2 P. M. to 6 P. M., Hotel Utah.

Important: We want every visitor to register.

3. Gathering of members and ladies in the ball room and on the mezzanine floor of the Hotel Utah, beginning at 8 o'clock in the evening. This will be in charge of a representative committee of both sexes under the chairmanship of Paul J. Stern, of Milwaukee, Wis.

TUESDAY, AUGUST 8th

(Two convention sessions—both open to all.)

MORNING SESSION—10 O'CLOCK

1. Invocation.
 2. Welcoming addresses—Governor Spry of Utah and Mayor Ferry of Salt Lake City.
 3. Response—Past-Pres. W. M. Regan, of Minneapolis.
 4. Executive Committee Report (Review of the Year).
 5. Secretary's Formal Report.
 6. Treasurer's Report and Recommendations.
 7. "Preparedness for the Baking Industry," President Jay Burns. (Convention Keynote Address.)
- "Blind Pig Luncheon," in charge of Harry Meyer, of Columbus, Ohio, Hotel Utah. Pay-as-you-enter. Sit where directed by card.

AFTERNOON SESSION—2 O'CLOCK

1. "Ten-Cent Bread and Why," C. N. Power, president, Sunville Baking Co., Pueblo, Colo.
Discussion led by Harry Zinsmaster, president, Zinsmaster-Smith Bread Co., Duluth, Minn.
2. "Welfare of Employees," S. F. McDonald, president, Memphis Bread Co., Memphis, Tenn.

Discussion led by Henry W. Stude, chairman, Stude Baking Co. and Texas Bread Co., Houston, Tex.

3. Legislative Committee Report.
Discussion led by E. D. Strain, Battle Creek, Mich.
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*Geysers by Moonlight in the Yellowstone Park
Photo by Theo. C. Bartholomae*

*Peace and Rest. Our Camps after Sundown in Yellowstone
Photo by Theo. C. Bartholomae*

A Call to Come to the Far West and Attend the National Convention at Salt Lake City

*By Theodore C. Bartholomae**

THOUGH living in this middle western country my heart is ever with the glorious "Golden West."

At twilight, in the quiet night of my home, I often spend an hour or so, living over the days of happiness and bliss I have spent in our beautiful western country.

Enraptured, my spirit skips over the precipitous mountains of Colorado, wanders through the defiles and wondrous beauty of the "Royal Gorge," traverses the Jordan Valley and stops over at Salt Lake City. Here it laves in the briny waters of the great "Salt Lake," admires the lofty spires of the beautiful "Mormon Temple," listens to the enchanting music of the grand pipe organ in the Tabernacle and breathes in the crispy air wafting down from the mountains.

Again as in a dream, I wander through the awe-inspiring miracle of Nature—"Yellowstone Park." Here I behold nature in her primitive mood, where back in eons of times our globe was in just such a wild and weird condition. Geysers everywhere, sprouting out their hot, silvery spray from the uttermost depths of the earth, where within everything is a-boiling and a-burning, giving us here a glimpse of "Dante's Inferno;" for Dante must have seen "Hell's Half Acre," a lake of seething and boiling waters, with two blue flames burning in the midst of it, when he wrote his "Inferno."

Then again I behold nature in a more gigantic mood when looking 2,500 feet down into the "Canyon of the Yellowstone" into which the waters of the Yellowstone River plunge over a 350-foot precipice, a fall more than twice as high as the



THEO. C. BARTHOLMAE

Niagara, this being called the lower "Great Falls," the upper Falls being somewhat smaller, tho gorgeous in its majesty.

Within this wonderful "Grand Canyon" a canyon formed of pinnacles, rocks and earth of the colors of the rainbow, I behold an Eagle, the emblem of our beloved country, soaring over his nest and bringing food to its eaglets.

After an over-powering sense of the majesty and glory of creation I return to Salt Lake City and thence proceed to Ogden and from there to—well how may a feeble tongue express it?—"Incomparable, beautiful California," the land of sunshine and flowers; the land of oranges and hum-

ming birds, of mountains and oceans, of brooks and meadows of never-ending grandeur and joyful bliss! Los Angeles, the beautiful, with its rose-covered bungaloes, orange groves and snowclad mountains, and the nearby

waters of the grand Pacific, then San Diego, with its idealistic climate and beautiful Exposition; Santa Barbara with its oil wells driven into the bottom of the ocean and San Francisco, the great and beautiful rejuvenated city, arises like a Phoenix more beautiful than ever out of the ashes of its great fire.

Pretty Riverside and Redlands must not be forgotten, from whence we obtain those luscious "Sun-kissed" oranges.

Thence into the great Pacific northwest through the gorgeous valley of the Sacramento, past the perpetually snow-clad Mount Shasta to Portland, Oregon, Seattle and Spokane, Washington, and then return to our eastern homes.

The twilight and thus my dream ends and I must come back to earth.

I again say, brother and sister—come to this country of my dreams

Come to the Land of the Golden West

*Ring out ye bells with joyous sound;
Sing out in silv'ry tremulous voice;
Let the glad tidings make their round,
Oh, burdened man, come and rejoice.*

*There is a time for toil and care;
Toil we must in this vale of tears;
Oft sunless sky and scanty fare
Have been our lot in passing years.*

*And thus we're sighing for the "Light,"
For murmuring brooks and meadows green;
Behold grand "Nature" in her "Might",
The silv'ry lake (Salt Lake) in moonlight sheers.*

*There mountains bold and cliffs so high
Are kissed and fondled by the clouds,
The eagle soars in azure sky,
The "Spirit of the Mountain" shouts.*

*Come hither, Oh thou weary child,
Here thou wilt find thy soul at rest;
Come to this land so grand and wild,
Come here and be thou greatly blest.*

THEO. C. BARTHOLMAE.

—and if you have never seen it before, you will ever be glad that you have had the great fortune of having seen this wondrous country. This will be the nineteenth convention of the National Association of Master Bakers and we certainly rejoice in the great achievements of this Association.

Heartfelt thanks is due to the untiring labors of its founders and officers, who have in self-effacement labored in season and out of season to make this a mighty organization, aiming constantly to elevate our glorious baking industry to the first rank of all industries to which it is justly entitled, producing the most necessary food for mankind—Bread—the “Staff of Life.”

Come and help the good work along, therefore, I say again “Come.”

Ode to the National Association of Master Bakers

*For twenty years thou hast been in the fight
For “Greater Things” in our beloved craft.
“Onward, Upward” toiling with heroic might,
Through billows high thou bravely steered the raft.*

*The day has dawned, the shadows disappear,
Bright shines the sun and passing is the night.
Thy “Progress” send old methods to the rear,
And nothing now can ever dim the “Light”.*

*Toil on, take heart, stay not thy mighty zeal,
For greater things are yet to be a’born.
Guide thou our craft through tempest, woe and weal
Until no darkness shall precede the moon.*

*For thus we’ll be this nation’s “Benefactors”—
Do we not bless it with the “Staff of Life”?
And in the world’s great drama worthy actors
If constantly for “Greater Good” we strife.*

THEO. C. BARTHOLOMAE.

New York Special to Salt Lake City

Arrangements for the special train that will carry the New York delegation to Salt Lake City have now been completed, and if you have not yet made your reservation, do so at once by applying to Geo. P. Reuter, 79 Wall Street, New York, N. Y.

The train will leave via the Pennsylvania Railroad on Thursday, August 3d, connecting with the Chicago special the following day. The following special rates will prevail:

New York	\$83.70
Philadelphia	80.05
Baltimore	77.80
Washington	77.80
Harrisburg	76.50
Altoona	69.06
Pittsburgh	64.20

Great Salt Lake

By Jessie E. Karkeet

No visit to Salt Lake City is complete without a trip to Great Salt Lake, 18 miles distant, and no trip to the lake is complete without a dip in the brine. The water is 21 per cent. salt, which makes it so buoyant that it is a physical impossibility to sink, and the bather may float without effort. Another striking feature is that the lake is situated in a mountain altitude, and the combination of sea and mountain air, such as is found here, is indeed a rarity. As might be surmised, a “tubbing” in this lake is extremely exhilarating.

The lake is 80 miles long and 40 miles wide; fresh water streams empty into it, but there is no outlet. Therefore, Nature has made the lake salty to prevent the water from becoming stagnant.

Several years ago an immense pavilion was built on the shore and this together with other buildings and concessions make up one of Salt Lake’s most popular resorts.

Most people who go to the lake make it an all day outing, and carry along well filled baskets of lunch which they set out on tables provided for this purpose, or obtain their meals at the restaurants and lunch counters at the lake. Whichever way it is arranged, however, provision must be made for satisfying the keen appetite which the dip in the lake produces.

A “Get-Acquainted” Committee to be Active at the Convention

It is the especial desire of the executive committee this year to have the convention crowd at Salt Lake City become better acquainted than is usual; and to come as near to having each individual meet every other individual in attendance, as may be possible. The committee believes the business sessions will benefit by this effort, as well as the social side of the convention.

The chairman of the program committee has arranged two special occasions for this purpose—an informal get-acquainted gathering in the Hotel Utah on the evening of the day of arrival; and a “blind pig” luncheon, on the first day of the convention—the day after arrival.

For the evening of August 7th he has requested Paul J. Stern of Milwaukee to act as chairman of a large committee, whose duty it shall be to bring our visitors together in a social spirit and to perform as many introductions as possible. The committee will wear conspicuous badges, and visitors are asked to introduce themselves without hesitation.

The gathering on Monday evening, will be held in the ball room and on the mezzanine floor of the Hotel Utah, but there will be no formal reception about it, and dress suits will not be in order on this occasion. Entertainment features will be provided, but not enough to interfere with the social character of the evening, to which everybody is urged to contribute.

The “blind pig” luncheon on Tuesday noon will be in charge



Palms after a rain at Redlands, Cal.
Photo by Theo. C. Bartholomae



The Grand Canyon of the Yellowstone with the Great Falls
Photo by Theo. C. Bartholomae

of Mr Harry Meyer of Columbus. Groups of cronies will not be permitted to occupy tables at this luncheon, but so far as possible, men and women who have been strangers to each other will be brought together, with especial regard to the meeting of the East with the West.

The Get-Acquainted committee is announced as follows:

Paul J. Stern, Chairman, Milwaukee, Wis.
 Gordon Smith, Mobile, Ala.
 C. N. Power, Pueblo, Colo.
 L. L. Gilbert, New Haven, Conn.
 C. E. Sears, Macon, Ga.
 Paul Schulze, Chicago, Ill.
 Geo. M. Haffner, Ft. Wayne, Ind.
 Robt. M. Bryce, Indianapolis, Ind.
 Frank Middleton, Marion, Ind.
 Chas. Schmidt, Baltimore, Md.
 Jos. Reuther, New Orleans, La.
 E. D. Strain, Battle Creek, Mich.
 F. H. Hohengarten, St. Louis, Mo.
 R. Z. Spaulding, Binghamton, N. Y.
 Benj. S. Weil, Cincinnati, Ohio.
 Peter Kern, Knoxville, Tenn.
 Ed. Goodman, Dallas, Tex.
 H. R. Clissold, Chicago, Ill.
 Frank S. Bamford, New York.
 B. F. Whitecar, Philadelphia, Pa.
 Charles B. Thompson, New York.
 C. E. Buchanan, New York
 C. D. Cooley, Pittsburgh, Pa.
 W. S. Corby, Washington, D. C.
 Wm. Grimm, Cincinnati, O.
 Oliver Bonner, Chicago, Ill.
 Walter D. Phillips, Cincinnati, O.
 Geo. P. Reuter, New York City.
 S. O. Lindeman, Richmond, Va.
 Bruno Bergenthal, Milwaukee, Wis.
 Frank Erath, Salt Lake City, Utah.
 Geo. Mueller, Salt Lake City, Utah.
 J. V. Egenberger, Salt Lake City, Utah.
 H. S. Fisher, Salt Lake City, Utah.
 A. Neumeyer, Salt Lake City, Utah.
 N. Martinov, Salt Lake City, Utah.
 E. L. Sanders, Salt Lake City, Utah.
 Samuel F. Ball, Salt Lake City, Utah.
 V. E. Krantz, Salt Lake City, Utah.
 C. E. Hahn, Salt Lake City, Utah.
 John F. Applequist, Salt Lake City, Utah.
 Wm. J. Huddy, Salt Lake City, Utah.
 T. H. Pande, Salt Lake City, Utah.

Hohengarten Against Proposed Change to Delegate Body

(Concluded from page 55)

Brooklyn. The greatest joke of all was that this solitary delegate, holding the proxies of practically all the eastern bakers, was a **supply man**—not even engaged in the industry he was there to represent.

It seemed such a farce that I was inclined to refuse to preside over what I called "a death watch," instead of a convention; but after a wrangle the form of calling the meeting to order was gone through, one session was held, new officers were elected, and we adjourned without setting a date or place for the next meeting. We spent the rest of our time in the National convention, which was a well-attended, interesting gathering; and, as might have been expected, the U. M. B. A. soon after died a natural death. I am afraid if the National Association is changed into a delegated body, it will in due time take the same course.

I repeat that to my mind the success of the N. A. M. B. has been largely due to the fact that its conventions have not been delegated bodies, but made up of individual bakers, each of whom represented himself, and added his personality to the success of the convention. I am very sorry there is any idea of changing this; and I sincerely hope that after second thought it will not prevail. I cannot be present at the Salt Lake City convention (it will be the first one for me to miss in thirteen years), but if I could be present I would surely protest against the proposed change. So I exercise my privilege as a member to voice my protest through the trade papers. I feel satisfied that most of the older members will share my views. While we regret that the association has not grown in strength in the same proportion as the baking industry, we must still keep on trying. It has done great good for the trade on its present basis; therefore, for the good of the association, I say **don't change it into a delegated body**, for the very reason outlined above.

Yours truly,
 St. Louis, Mo. F. H. HOHENGARTEN.

♦ ♦ ♦

A. T. Carpenter Dies Suddenly

While conversing with the chief engineer of his plant during the evening of July 19, Aloysius T. Carpenter, general manager of the M. Carpenter Baking Co., Milwaukee, succumbed to an attack of apoplexy. He was 43 years of age.

Mr. Carpenter was sitting beside the wrapping machine, of which he was one of the inventors, in the rear of the building, and with the engineer was discussing the mechanism. When there was a lull in the conversation, the engineer discovered that Mr. Carpenter was bending forward in his chair. When there was no further response to questions, others in the plant were summoned, and it was discovered that Mr. Carpenter had passed away.

Up to 1909 he had been assistant manager of the National Biscuit Company's interests in Milwaukee, which were managed by his father. At that time the M. Carpenter Baking Company was organized.

In the immediate family, Mr. Carpenter is survived by his widow, formerly Miss Mayme Seehan, and two daughters, Lucille and Eleanor. His father, Michael Carpenter, two brothers, Joseph J., and Matthew Carpenter, and a sister, Miss Mayme Carpenter, also survive him. Matthew Carpenter left for the east only a few days ago on a business trip.

♦ ♦ ♦

Stone Opens First Texas Plant in Dallas

Although it is said they have never sold a nickel's worth of their products in Texas, the F. O. Stone Baking Co., famed package cake specialists, have established a \$75,000 plant in Dallas, Texas. The new bakery, just completed, was opened for business the latter part of July.

The Stone Baking Co., in its plants at Dallas, Cincinnati and Atlanta, do not compete with other bakers in their territories, inasmuch as they confine their activities to six varieties of package cakes. They do not make pies, bread, rolls or cookies.

The plant is housed by a new two-story brick, mill-constructed building, 80x135 feet. It has a capacity of 3,000 cakes an hour. The latest devices in baking machinery and ovens are installed.

The oven has a frontage of sixty feet. It bakes by radiation heat and not by direct flame, as the fire never gets into the baking chamber. It is fired with gas.

Mr. Stone has made special provision for the health and comfort of his employees. The hottest work is put in the coolest part of the building. Even the negro washers are provided with shower baths and locker-rooms.

J. E. Fraley is manager of the Dallas plant.

EDITORIAL

Charles B. Thompson, Editor

The National Association Should Be National In Character As Well As In Name

DURING the past few years the thought has continued to grow that the National Association of Master Bakers is not truly representative of the baking interests of the country as a whole, and the opinion is very freely expressed that something radical will have to be done to enlarge the scope of the organization in the near future if it is to increase its influence.

Since the inception of the N.A.M.B., the baking industry has grown with wonderful strides, and with this remarkable progress it cannot be fairly said that the National Association has kept up. Fifteen years ago, when the baking business was in its swaddling clothes as compared with the present, the interest and attendance and the constructive discussions at the national meetings were greater in every way than at any time during the past three or four years. When the industry was "young" such men as Kolb, the Freihofers, Corby, Ferguson, Schulze, Morton, Regan, Shepard, Smith, McKinney, and indeed practically the majority of the pioneer workers and most successful bakers in the country, not only "dropped in" at the convention, but during every minute of the business sessions they were found on the floor discussing with deep earnestness the problems of their business. A few "set" speeches did not satisfy these men who have caused so much of the development of the baking business—they attended the conventions to thrash out their problems among themselves and they did it most thoroughly. It was no uncommon thing to see such men as Frehofer, Morton, McKinney and others spend hours on the convention floor discussing with every emphasis at their command vital trade topics.

But now the order of the industry as a whole has materially changed and with this has largely disappeared the close continued interest of leading members in the trade which made these rousing conventions in the early days possible. The question therefore arises, should the Association continue operating along the same lines as in the past? Certainly recent experiences do not seem to indicate that it can.

BAKERS REVIEW believes that the magnitude of the baking interests today is urgently in need of a national organization along entirely different lines. In seeking a model for such an organization the trade has only to study very briefly what is being done in other industries, and not be deceived by the experiences of such organizations as the United Master Bakers of America, whose failure

is used as a warning by F. H. Hohengarten in a letter published elsewhere in this issue.

Dozens of big national organizations have grown to great success modelled along the same lines as the United Master Bakers, hence the failure of the latter was undoubtedly due to other reasons than the plan of the organization itself. It was the pleasure of the writer to attend the Milwaukee convention of the United Master Bakers in 1903 with Mr. Hohengarten, and at that time BAKERS REVIEW published in detail the reason for the failure of the organization, prophesying its complete demise at Washington. All that Mr. Hohengarten says about this organization is literally true, but this failure does not apply to the future possibilities of the National Association with representation both by delegates and individual members. The history of quite a few successful organizations could be cited in point, notable among which is the Millers' National Federation, which has the distinction of being one of the strongest and best managed organizations in the United States. As pointed out in a recent bulletin of this association the Federation today has a standing with both the United States Government and the transportation officials second to no other organization in this country. It has attained to that importance and position through the dignified, quiet method of working out the various problems confronting it and it is a real power in its trade. It is recognized as a power by government officials in Washington and it is consulted by the United States Government on every matter pertaining to the flour industry. Frequently the Federation has been recognized by Congress and by Congressional committees and by the various departments of the government as a necessary element to be dealt with in all matters of legislative enactment affecting the flour trade and is similarly recognized by foreign governments and consulted by foreign committees throughout the world. The Federation is also recognized by railroad and transportation companies and is invariably consulted before matters affecting rates and classifications are acted upon. Its long list of important achievements would require several columns of this page to tabulate. Its influence in the adoption of the Federation package differentials, the establishment and maintenance of which returns every year many times the entire expense of maintaining the Federation; the correction and elimination of trade abuses; the adoption of uniform sales contracts; the complete elimination of adulteration and packing short weight, and the voluminous work of its adjustment committee in connection with trade disputes, are only a few of its achievements. Its work has

W. & P. CO. BAKERY PICTURES. No. 4

L. L. GILBERT BAKING CORPORATION

NEW HAVEN, CONN.



Fig. No. 772 W. & P. Co. Bread Cooling Tables

The plant of the L. L. Gilbert Baking Corporation is one of the finest in the State. Believing in good things Mr. Gilbert gave W. & P. Co. the complete equipment of his plant. He is satisfied with his choice. Ask him.

*We manufacture a full line of Bakery Machinery and Ovens
No plant too large none too small for our consideration*

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BAKERS REVIEW

VOL. XXXIII

NEW YORK, AUGUST, 1916

No. 5

National Convention at Salt Lake City

FOR the first time in its history, a convention of the National Association of Master Bakers is being held in the Far West this year. On August 7, the first session of the twentieth annual convention of the National organization will be called to order in the Hotel Utah, Salt Lake City, Utah, by President Jay Burns, of Omaha, Neb.

The program, which is published elsewhere in this issue, promises a fund of good things in store for the bakers who attend the various sessions. The entertainment program has not been divulged as yet by the local bakers, but it is said that the men of Utah will not be behind their brethren of other states in making the success of the program assured by their ability to provide entertainment features that will entertain.

Those who attend the National convention will find Salt Lake a beautiful city, mistress of an empire extending 300 miles and more in every direction. It is said that within that area are to be found the greatest known deposits of iron, coal and hydrocarbons. Within 28 miles of Salt Lake City is the greatest copper mine in the world, and within the borders of the State are hills of epsom salts, and vast phosphate and sulphur beds. The water of Great Salt Lake are 21 per cent. salt and will in the near future provide for a vast and yet undeveloped field of industry in the extraction and utilization of products such as phosphates, nitrates, etc. Taking short auto trips from the city one may find gold, silver, lead, zinc and copper mines which have paid and are paying millions of dollars.

Many of the bakers and associate members from the East who attend the convention will visit the San Diego Exposition, Yellowstone Park, the Wonderland of the West; the Yose-

mite, called "a masterpiece of Nature"; the Grand Canyon of the Colorado, known as "that incomparable chasm," and a hundred other places of similar beauty and majesty.

It is, of course, anticipated that there will be a bigger representation of bakers from the Far West than at any previous convention of the National. President Burns, who recently completed a trip to and along the Pacific Coast, reports that California promises a solid train out of San Francisco—Los Angeles two or three cars, and the Pacific Northwest (taking in Oregon, Washington, Idaho and British Columbia) from forty to seventy-five delegates. As Mr. Burns says, "this year's convention offers the one great opportunity for uniting the bakers of the entire country

—from coast to coast—in a real co-operative organization for the solution of the big problems which loom up in the immediate future. We need the West—the West needs us—the opportunity for a fraternal hand-clasp across the great divide is offered this year. If we generously take advantage of it, great things may be accomplished. If the bakers of the Eastern and Central states are as liberally represented at Salt Lake as the bakers from the Far West will be—this year's convention will go into history as not only the greatest but the largest in our Association's history."

To those who are still on the "fence" about going to the convention, we would suggest that they consider the words of W. E. Long, who says: "Make up your mind right now that you are going to Salt Lake—that you are going there to help in the accomplishment of a great work that will make you a bigger, stronger man, with bigger ideas, a broader vision, and with optimism and enthusiasm that knows no failure."



JAY BURNS, Convention President

The Master Bakers' Special to Salt Lake City

Arrangements have been made with the Chicago, Milwaukee & St. Paul Railway, in connection with the Union Pacific and Denver & Rio Grande Railroads, for an exclusive special train from Chicago to Salt Lake City (via Denver) for the accommodation of those attending the National Convention, week of August 7th. This special train will be made up of standard and compartment sleeping cars, dining cars, and library-observation car, and will leave Chicago from Union Passenger Station, Canal and Adams Streets, via the Chicago, Milwaukee & St. Paul Railway, at 10 P. M., Friday, August 4th, and will be operated on the following schedule:

Lv. Chicago, C. M. & St. P.	10:00 PM, Fri., Aug. 4th
Ar. Omaha, C. M. & St. P.	10:30 AM, Sat., Aug. 5th
Lv. Omaha, Un. Pac.	11:00 AM, Sat., Aug. 5th
Ar. Denver, Un. Pac.	1:00 AM, Sun., Aug. 6th
Lv. Denver, D. & R. G.	1:30 AM, Sun., Aug. 6th
Ar. Pueblo, D. & R. G.	5:30 AM, Sun., Aug. 6th
Lv. Pueblo, D. & R. G.	6:00 AM, Sun., Aug. 6th
Ar. Glenwood Springs, D. & R. G.	4:00 PM, Sun., Aug. 6th
Lv. Glenwood Springs, D. & R. G.	10:00 PM, Sun., Aug. 6th
Ar. Salt Lake City, D. & R. G.	12:00 M, Mon., Aug. 7th

The route of this special train is through the rich agricultural district of Central-Western Iowa and Nebraska, and will afford an excellent opportunity of viewing Colorado scenery by daylight with an especially enjoyable stop-over at Glenwood Springs, and a view of Western Colorado and the Salt Lake Valley.

The railroad fare from Chicago to Salt Lake City and return will be \$45.00, and tickets will be good for return passage via any direct route, up to and including October 31st, 1916. Those

desiring to visit Yellowstone Park should have the destination of their tickets made to Yellowstone, Mont., which is the Western entrance to the park, as the \$45.00 rate also applies to this point and return. Full information regarding trips to the Pacific Coast and return can be obtained on application to your nearest coupon ticket agent. Our travelers should remember, however, that the route must be determined when purchasing tickets.

The sleeping car rate, Chicago to Salt Lake City (including stop-over at Glenwood Springs) are \$9.00 for double lower berth, \$7.20 for upper berth, \$16.20 for a section (containing double lower and double upper berths), \$25.50 for compartment (containing double lower and double upper berths and toilet conveniences), and \$32.00 for drawing room (containing double lower, double upper, and single berth, and toilet conveniences).

For parties desiring to join the special train at Omaha, the sleeping car rates will be as follows:

\$ 7.00 for lower berth.
5.60 for upper berth.
20.00 for compartment.
25.00 for drawing room.

Details regarding rates and accommodations covering the various trips through Yellowstone Park can be obtained on application to your nearest coupon ticket agent.

Requests for sleeping car reservations may be sent to J. M. Bell, Secretary National Association of Master Bakers, 160 W. Jackson Blvd., Chicago, (Telephone Wabash 7504), or direct to C. N. Souther, G. A. P. D., Chicago, Milwaukee & St. Paul Railway, 315 Marquette Bldg., Chicago. (Telephone Harrison 6162).

Round-Table Conference to be a Feature

Herewith is an incomplete list of the delegates to the "round table" conference which it is proposed to hold during the convention at Salt Lake City, with the purpose of giving a representative group of men (few enough in number to reach some agreement if possible) the opportunity to discuss the present organization of the baking industry in the United States, and to determine whether or not they wish to recommend changes that would unite the strength of all the separate organizations, local, state and national, into a body of bakers organized for offense and defense, and able to cope with legislative problems, derogatory advertising, false public impressions and all other matters that mean so much, one way or the other, to the industry.

President Burns and Vice-President McDonald have been asked to give some consideration to an "order of business" for this conference, which will follow a lunch at the Hotel Utah for delegates only, on Wednesday, August 9th, and may continue as late as 4:30 P. M., without causing delegates to miss any part of the entertainment program. The lunch will be at the individual expense of delegates. An opportunity will be given in the convention program of the following day's session to receive any report that the conference may wish to present.

Messrs. Burns and McDonald have instructed Secretary Bell to request presidents of state and group-state organizations, as also the delegates selected to take part in this conference, to give advice consideration to the probable nature of this conference, and to advise the secretary of any topic or topics, or phases of the general subject, which they believe ought to be considered and discussed.

Mr. Bell will be glad to receive suggestions of any kind regarding this conference. It is desired that each delegate realize fully that the conference is as much his as anybody's, and that no definite proposition has been prepared by anybody so far as is aware. Anybody who wishes to propose an

outline of business or a definite proposition, or both, is at liberty to do so; but anything of this kind should be submitted without much delay.

The idea of the conference arose out of the indications, which have been increasing in number recently, that the present basis of organization is not adequate to meet the issues confronting the industry, and that the leaders in the various bakers' associations have begun to realize such a state of affairs. The proposed conference ought to prove whether or not this surmise is correct.

LIST OF DELEGATES APPOINTED TO DATE (7-19-16) TO TAKE PART IN ROUND TABLE CONFERENCE DURING NATIONAL CONVENTION AT SALT LAKE CITY, AUGUST 7-11, 1916

(Showing States not yet represented.)

("N. S. O." means No Separate Organization.)

New England Tri-State Association—Maine, (N. S. O.); New Hampshire, (N. S. O.); Vermont.

Southern New England—Massachusetts; Rhode Island, (N. S. O.); Connecticut, (N. S. O.); New York; New Jersey, Pennsylvania; Delaware, (N. S. O.)

Potomac States Association—Maryland, (N. S. O.), Charles E. Meade, Baltimore; District of Columbia, (N. S. O.), Robert L. Corby, Washington; Virginia, (N. S. O.), A. H. Nolde, Richmond; West Virginia, (N. S. O.), F. B. Stroehman, Wheeling.

Southeastern States—North Carolina, (N. S. O.); South Carolina, (N. S. O.), Augustus Geilfuss, Spartanburg; Georgia, (N. S. O.), Henry Malchow, Atlanta, and Clarence Sears, Macon; Florida, (N. S. O.), John Seybold, Miami; Alabama, (N. S. O.), Gordon Smith, Mobile; Tennessee, (N. S. O.), James A. Winkelman, Memphis; Mississippi, (N. S. O.), Leo C. Koestler, Vicksburg; Kentucky.

Central Tri-State Association—Ohio, Chas. F. Stolzenbach, Lima; Indiana, Robert M. Bryce, Indianapolis; Michigan, Ed-

ward D. Strain, Battle Creek; Illinois, August F. Newman, Chicago; Wisconsin; Minnesota, (N. S. O.); North Dakota, (N. S. O.); South Dakota.

Trans-Mississippi Association—Iowa; Nebraska, Jay Burns, Omaha; Kansas; Missouri, R. L. Nafziger, Kansas City. Oklahoma, Otto B. Schmidt, Oklahoma City; Texas, Edward Goodman, Dallas; Arkansas, (N. S. O.); Louisiana, (N. S. O.);

Montana, (N. S. O.), William C. Busche, Livingston; Wyoming, (N. S. O.); Colorado, (N. S. O.), B. P. Bower, Denver; Utah; Arizona, (N. S. O.); New Mexico, (N. S. O.), S. N. Balling, Albuquerque.

Pacific Northwest Association—Washington, David Ackerman, Spokane; Oregon; Idaho, (N. S. O.); Nevada, (N. S. O.); California.

Associate Members to Have Separate Session

Secretary Bell has recently notified the associate members as follows:

"You are probably aware of the program feature at Salt Lake City by which it is proposed to provide for a separate meeting of Associate Members on Wednesday morning, August 9th, when the bakers will be in executive session.

"In proposing this feature, the chairman of the program committee, Mr. Stude, of Houston, had in mind the possibility that there might be and probably are Associate Members of the National who hold definite views concerning the welfare and development of the organization, which they have not had the opportunity, either to discuss with their fellow associates, or to bring to the attention of the officers in such a way as to win consideration.

"Mr. Stude felt that so long as a dual classification membership is continued, opportunity should occasionally be given for deriving the benefit of the views of Associate Mem-



Hotel Utah, Salt Lake City

bers, especially since the intelligent interest of these members has frequently been manifested.

"He will accordingly call this meeting to order himself, announce its general purpose, ask for nominations for a chairman and a secretary, and when these have been selected, leave the meeting to its own devices. A stenographer will be provided, and an opportunity will be given at the regular open session of the convention on Thursday morning to present any report which it may be desired to offer.

"In order to make the best use of this opportunity, Associate Members are requested to bear it in mind, and to prepare themselves for

making the nominations, motions and statements necessary to the accomplishment of any plan which they may have in mind. The meeting is yours, to use as you may think wise and proper." We hope the associate members will avail themselves of this opportunity.

Hohengarten Against Change to Delegate Body

Editor BAKERS REVIEW,

SIR: I understand there is some thought of changing the Constitution of the N. A. M. B. at the next convention to delegated instead of individual representation. This, in my humble opinion, would be a wrong step and a grave mistake. Everybody has heretofore admitted that the success of the National Association was largely due to the fact that it has an individual membership. It cannot be denied that when representative men of the industry from all parts of the country assemble in convention, where each man has a vote and voice alike, that this has made our national gatherings the success they have been. When men of the same trade are thrown together, exchange of ideas naturally take place, and this benefits the individual as well as the trade in general. Change this to a delegated body, and what would be the effect?

Some of us remember such an organization, which existed a few years ago. For the benefit of those who may not know about it, let me tell my personal experience with it. It was called the United Master Bakers' Association. It was organized for the same purpose as the National—to better conditions and elevate the industry; but it was organized on the delegate plan. I attended its meeting in Milwaukee in 1903—not as a delegate, but as an individual—and was in hon-

ored by being elected president for the following year, when the convention met in St. Louis (at the same time as the National Association). The U. M. convention had a good number present—due principally to the attendance of the St. Louis local association, who were there in a body (about 150 men). Of course, they had but three votes—one for each 50 members.

I was a strong advocate for consolidation with the National, believing there was neither room nor need for two national bodies of bakers, any more than there was need for two national governments. The convention voted to go to Washington in 1905 (as did the National convention), and I was again elected President. I accepted the office with the understanding that I did so in order better to work for consolidation. The U. M. meeting in Washington was a great disappointment to our members; it was more like a funeral than a convention. When called to order there were less than a dozen bakers present. St. Louis had its full delegation of three, and Chicago also; but when the eastern delegations were called for there was one lone delegate present, who claimed he was the official delegate from I do not remember how many local associations, with many hundreds of members—these associations being mostly in New York and

(Concluded on page 10)

Program for the Nineteenth Annual tion of Master Bakers at Salt Lake

**Big Crowd Expected at the First Gathering in the Far West
of America's Big Men of the Baking Industry**

MONDAY, AUGUST 7th

1. Meeting of the Executive Committee and Advisory Committee at 2 o'clock P. M., Hotel Utah.
2. Registration from 2 P. M. to 6 P. M., Hotel Utah.
- Important:** We want every visitor to register.
3. Gathering of members and ladies in the ball room and on the mezzanine floor of the Hotel Utah, beginning at 8 o'clock in the evening. This will be in charge of a representative committee of both sexes under the chairmanship of Paul J. Stern, of Milwaukee, Wis.

TUESDAY, AUGUST 8th

(Two convention sessions—both open to all.)

MORNING SESSION—10 O'CLOCK

1. Invocation.
 2. Welcoming addresses—Governor Spry of Utah and Mayor Ferry of Salt Lake City.
 3. Response—Past-Pres. W. M. Regan, of Minneapolis.
 4. Executive Committee Report (Review of the Year).
 5. Secretary's Formal Report.
 6. Treasurer's Report and Recommendations.
 7. "Preparedness for the Baking Industry," President Jay Burns. (Convention Keynote Address.)
- "Blind Pig Luncheon," in charge of Harry Meyer, of Columbus, Ohio, Hotel Utah. Pay-as-you-enter. Sit where directed by card.

AFTERNOON SESSION—2 O'CLOCK

1. "Ten-Cent Bread and Why," C. N. Power, president, Sunville Baking Co., Pueblo, Colo.
Discussion led by Harry Zinsmaster, president, Zinsmaster-Smith Bread Co., Duluth, Minn.
2. "Welfare of Employees," S. F. McDonald, president, Memphis Bread Co., Memphis, Tenn.

Discussion led by Henry W. Stude, chairman, Stude Baking Co. and Texas Bread Co., Houston, Tex.

3. Legislative Committee Report.
Discussion led by E. D. Strain, Battle Creek, Mich.
4. "Publicity for the Baking Industry," T. T. Frankenberg, publicity expert, Columbus, O.
Discussion led by W. E. Long, president, W. E. Long Co., Chicago, and Pacific Baking Co., Los Angeles.

The Entertainment for Tuesday, at least so far as the men are concerned, will be confined to the evening hours, so as not to interfere with the double session of this day. A special performance at the American Theatre is announced for the evening.

WEDNESDAY, AUGUST 9th

(Morning session only, two meetings—both executive.)

Regular Members (bakers) will meet in executive session at 10 o'clock for the following program:

1. "The Future of the National Association," J. M. Bell.
Discussion led by J. A. Winkelman, of the Winkelman Baking Co., Memphis, Tenn.
2. The Membership Question.
Discussion led by Wm. M. Foley, secretary, California Association of Master Bakers, San Francisco, Cal.
3. "The Use of Mineral Salts in Bread Making," Dr. Raymond F. Bacon, director of the Mellon Institute of Industrial Research, University of Pittsburgh.
Discussion led by Prof. John C. Summers, of the Operative Miller and Baker Laboratories, and Dr. Arnold Wahl, of the Wahl Efficiency Institute, Chicago.

You Will Get New Ideas, New Inspiration, Your Business Will

Convention of the National Association, City, Utah, August 7, 8, 9, 10 and 11.

Features Include Discussions on "Preparedness"; "Ten Cent Bread"; "Welfare of Employees"; "Publicity" Etc.

Associate Members (supply men) will meet in a separate room, beginning at 10 o'clock. The meeting will be called to order by Henry W. Stude, of Houston, Tex., who will explain its purpose. The meeting will then be entirely in the hands of the Associates themselves.

Round Table Conference luncheon for State and group-State delegates, at the Hotel Utah, at 1 o'clock Wednesday, August 9th. The conference may sit as late as 4.30 without causing delegates to miss any part of the Entertainment for Wednesday. This consists of a visit to Pinecrest and luncheon there for the ladies, returning to the city during the afternoon, and leaving the city again, with the men, at 5 o'clock, for Saltair beach and pavilion, where bathing in Great Salt Lake, a supper, and dancing in the evening will be the program.

THURSDAY, AUGUST 10th

(One session, open to all—beginning at 9 o'clock on account of the necessity for early adjournment to entrain for the trip to Bingham.)

1. Report of Round Table Conference. Discussion.
2. Report of Associate Members' Session. Discussion.
3. "Simple Tests of Raw Materials," David Coxford, of the Anthony Baking Co., Rochester, N. Y.

Discussion led by Prof. Willis O. Gordon, of the Siebel Institute, Chicago, and J. A. Wright, of the Log Cabin Baking Co., Portland, Ore.

4. "Bookkeeping and Why," B. G. Harrison, vice-president, L. V. Estes, Inc., Chicago.

Discussion led by David Ackerman, Spokane, Wash.

5. "Trade Organization," Edward N. Hurley, chairman, Federal Trade Commission.

6. Election of Officers.
7. Selection of 1917 Convention City.
8. Opening of Question Box.

Informal Conference during lunch on Thursday, August 10th, for members of General Legislative Committee, representing the several States. This Conference may not be possible, and in any event cannot last longer than the lunch itself, if the committee members desire to join the convention party.

This will be a trip to the copper mines at Bingham, and may have to include a box lunch on the train in order to get a sufficiently early start to see the mines and return to Salt Lake City in time for dinner. For the evening a special recital on the great organ in the Mormon Tabernacle is announced.

FRIDAY, AUGUST 11th

(One session, open to all—at 10 o'clock A. M.)

1. Installation of New Officers.
New President will take the gavel for the session.
2. "The Modern Baker—His Duty to the Public and How He Is Fulfilling It," Dr. H. E. Barnard, State Food and Drug Commissioner of Indiana.
3. "Price Maintenance," Sol Westerfeld, vice-president, National Retail Grocers' Association, Chicago.

4. Address by some Western baker on a topic to be chosen by himself.

Get-Together Luncheon for Rotary Men—Suggested by Mr. Stude.

The Entertainment Feature for Friday, August 11th, will be Automobile Rides in Relays Through the City.

Train leaves for Yellowstone Park at 7.15 P. M.

Be Made Better, And You Happier, For Your Experiences.



Geysers by Moonlight in the Yellowstone Park
Photo by Theo. C. Bartholomae



Peace and Rest. Our Camps after Sundown in Yellowstone
Photo by Theo. C. Bartholomae

A Call to Come to the Far West and Attend the National Convention at Salt Lake City

By Theodore C. Bartholomae*

THOUGH living in this middle western country my heart is ever with the glorious "Golden West."

At twilight, in the quiet night of my home, I often spend an hour or so, living over the days of happiness and bliss I have spent in our beautiful western country.

Enraptured, my spirit skips over the precipitous mountains of Colorado, wanders through the defiles and wondrous beauty of the "Royal Gorge," traverses the Jordan Valley and stops over at Salt Lake City. Here it laves in the briny waters of the great "Salt Lake," admires the lofty spires of the beautiful "Mormon Temple," listens to the enchanting music of the grand pipe organ in the Tabernacle and breathes in the crispy air wafting down from the mountains.

Again as in a dream, I wander through the awe-inspiring miracle of Nature—"Yellowstone Park." Here I behold nature in her primitive mood, where back in eons of times our globe was in just such a wild and weird condition. Geysers everywhere, sprouting out their hot, silvery spray from the uttermost depths of the earth, where within everything is a-boiling and a-burning, giving us here a glimpse of "Dante's Inferno;" for Dante must have seen "Hell's Half Acre," a lake of scething and boiling waters, with two blue flames burning in the midst of it, when he wrote his "Inferno."

Then again I behold nature in a more gigantic mood when looking 2,500 feet down into the "Canyon of the Yellowstone" into which the waters of the Yellowstone River plunge over a 350-foot precipice, a fall more than twice as high as the



THEO. C. BARTHOLMAE

Niagara, this being called the lower "Great Falls," the upper Falls being somewhat smaller, though gorgeous in its majesty.

Within this wonderful "Grand Canyon" a canyon formed of pinnacles, rocks and earth of the colors of the rainbow, I behold an Eagle, the emblem of our beloved country, soaring over his nest and bringing food to its eaglets.

After an over-powering sense of the majesty and glory of creation I return to Salt Lake City and thence proceed to Ogden and from there to—well how may a feeble tongue express it?—"Incomparable, beautiful California," the land of sunshine and flowers; the land of oranges and hum-

ming birds, of mountains and oceans, of brooks and meadows of never-ending grandeur and joyful bliss! Los Angeles, the beautiful, with its rose-covered bungaloes, orange groves and snowclad mountains, and the nearby

waters of the grand Pacific, then San Diego, with its ideallistic climate and beautiful Exposition; Santa Barbara with its oil wells driven into the bottom of the ocean and San Francisco, the great and beautiful rejuvenated city, arises like a Phoenix more beautiful than ever out of the ashes of its great fire.

Pretty Riverside and Redlands must not be forgotten, from whence we obtain those luscious "Sun-kissed" oranges.

Thence into the great Pacific northwest through the gorgeous valley of the Sacramento, past the perpetually snow-clad Mount Shasta to Portland, Oregon, Seattle and Spokane, Washington, and then return to our eastern homes.

The twilight and thus my dream ends and I must come back to earth.

I again say, brother and sister—come to this country of my dreams

Come to the Land of the Golden West

*Ring out ye bells with joyous sound;
Sing out in silv'ry trem'lous voice;
Let the glad tidings make their round,
Oh, burdened man, come and rejoice.*

*There is a time for toil and care;
Toil we must in this vale of tears;
Oft sunless sky and scanty fare
Have been our lot in passing years.*

*And thus we're sighing for the "Light,"
For murmuring brooks and meadows green;
Behold grand "Nature" in her "Might",
The silv'ry lake (Salt Lake) in moonlight sheers.*

*There mountains bold and cliffs so high
Are kissed and fondled by the clouds,
The eagle soars in azure sky,
The "Spirit of the Mountain" shouts.*

*Come hither, Oh thou weary child,
Here thou wilt find thy soul at rest;
Come to this land so grand and wild,
Come here and be thou greatly blest.*

THEO. C. BARTHOLMAE.

—and if you have never seen it before, you will ever be glad that you have had the great fortune of having seen this wondrous country. This will be the nineteenth convention of the National Association of Master Bakers and we certainly rejoice in the great achievements of this Association.

Heartfelt thanks is due to the untiring labors of its founders and officers, who have in self-effacement labored in season and out of season to make this a mighty organization, aiming constantly to elevate our glorious baking industry to the first rank of all industries to which it is justly entitled, producing the most necessary food for mankind—Bread—the “Staff of Life.”

Come and help the good work along, therefore, I say again “Come.”

Ode to the National Association of Master Bakers

*For twenty years thou hast been in the fight
For “Greater Things” in our beloved craft.
“Onward, Upward” toiling with heroic might,
Through billows high thou bravely steered the raft.*

*The day has dawned, the shadows disappear,
Bright shines the sun and passing is the night.
Thy “Progress” send old methods to the rear,
And nothing now can ever dim the “Light”.*

*Toil on, take heart, stay not thy mighty zeal,
For greater things are yet to be a’born.
Guide thou our craft through tempest, woe and weal
Until no darkness shall precede the moon.*

*For thus we’ll be this nation’s “Benefactors”—
Do we not bless it with the “Staff of Life”?
And in the world’s great drama worthy actors
If constantly for “Greater Good” we strife.*

THEO. C. BARTHOLOMAE.

New York Special to Salt Lake City

Arrangements for the special train that will carry the New York delegation to Salt Lake City have now been completed, and if you have not yet made your reservation, do so at once by applying to Geo. P. Reuter, 79 Wall Street, New York, N. Y.

The train will leave via the Pennsylvania Railroad on Thursday, August 3d, connecting with the Chicago special the following day. The following special rates will prevail:

New York	\$83.70
Philadelphia	80.05
Baltimore	77.80
Washington	77.80
Harrisburg	76.50
Altoona	69.06
Pittsburg	64.20

Great Salt Lake

By Jessie E. Karkeet

No visit to Salt Lake City is complete without a trip to Great Salt Lake, 18 miles distant, and no trip to the lake is complete without a dip in the brine. The water is 21 per cent. salt, which makes it so buoyant that it is a physical impossibility to sink, and the bather may float without effort. Another striking feature is that the lake is situated in a mountain altitude, and the combination of sea and mountain air, such as is found here, is indeed a rarity. As might be surmised, a “tubbing” in this lake is extremely exhilarating.

The lake is 80 miles long and 40 miles wide; fresh water streams empty into it, but there is no outlet. Therefore, Nature has made the lake salty to prevent the water from becoming stagnant.

Several years ago an immense pavilion was built on the shore and this together with other buildings and concessions make up one of Salt Lake’s most popular resorts.

Most people who go to the lake make it an all day outing, and carry along well filled baskets of lunch which they set out on tables provided for this purpose, or obtain their meals at the restaurants and lunch counters at the lake. Which ever way it is arranged, however, provision must be made for satisfying the keen appetite which the dip in the lake produces.

A “Get-Acquainted” Committee to be Active at the Convention

It is the especial desire of the executive committee this year to have the convention crowd at Salt Lake City become better acquainted than is usual; and to come as near to having each individual meet every other individual in attendance, as may be possible. The committee believes the business sessions will benefit by this effort, as well as the social side of the convention.

The chairman of the program committee has arranged two special occasions for this purpose—an informal get-acquainted gathering in the Hotel Utah on the evening of the day of arrival; and a “blind pig” luncheon, on the first day of the convention—the day after arrival.

For the evening of August 7th he has requested Paul J. Stern of Milwaukee to act as chairman of a large committee, whose duty it shall be to bring our visitors together in a social spirit and to perform as many introductions as possible. The committee will wear conspicuous badges, and visitors are asked to introduce themselves without hesitation.

The gathering on Monday evening, will be held in the ball room and on the mezzanine floor of the Hotel Utah, but there will be no formal reception about it, and dress suits will not be in order on this occasion. Entertainment features will be provided, but not enough to interfere with the social character of the evening, to which everybody is urged to contribute.

The “blind pig” luncheon on Tuesday noon will be in charge



Palms after a rain at Redlands, Cal.
Photo by Theo. C. Bartholomae



The Grand Canyon of the Yellowstone with the Great Falls
Photo by Theo. C. Bartholomae

of Mr Harry Meyer of Columbus. Groups of cronies will not be permitted to occupy tables at this luncheon, but so far as possible, men and women who have been strangers to each other will be brought together, with especial regard to the meeting of the East with the West.

The Get-Acquainted committee is announced as follows:

Paul J. Stern, Chairman, Milwaukee, Wis.

Gordon Smith, Mobile, Ala.

C. N. Power, Pueblo, Colo.

L. L. Gilbert, New Haven, Conn.

C. E. Sears, Macon, Ga.

Paul Schulze, Chicago, Ill.

Geo. M. Haffner, Ft. Wayne, Ind.

Robt. M. Bryce, Indianapolis, Ind.

Frank Middleton, Marion, Ind.

Chas. Schmidt, Baltimore, Md.

Jos. Reuther, New Orleans, La.

E. D. Strain, Battle Creek, Mich.

F. H. Hohengarten, St. Louis, Mo.

R. Z. Spaulding, Binghamton, N. Y.

Benj. S. Weil, Cincinnati, Ohio.

Peter Kern, Knoxville, Tenn.

Ed. Goodman, Dallas, Tex.

H. R. Clissold, Chicago, Ill.

Frank S. Bamford, New York.

B. F. Whitecar, Philadelphia, Pa.

Charles B. Thompson, New York.

C. E. Buchanan, New York

C. D. Cooley, Pittsburgh, Pa.

W. S. Corby, Washington, D. C.

Wm. Grimm, Cincinnati, O.

Oliver Bonner, Chicago, Ill.

Walter D. Phillips, Cincinnati, O.

Geo. P. Reuter, New York City.

S. O. Lindeman, Richmond, Va.

Bruno Bergenthal, Milwaukee, Wis.

Frank Erath, Salt Lake City, Utah.

Geo. Mueller, Salt Lake City, Utah.

J. V. Egenberger, Salt Lake City, Utah.

H. S. Fisher, Salt Lake City, Utah.

A. Neumeyer, Salt Lake City, Utah.

N. Martinov, Salt Lake City, Utah.

E. L. Sanders, Salt Lake City, Utah.

Samuel F. Ball, Salt Lake City, Utah.

V. E. Krantz, Salt Lake City, Utah.

C. E. Hahn, Salt Lake City, Utah.

John F. Applequist, Salt Lake City, Utah.

Wm. J. Huddy, Salt Lake City, Utah.

T. H. Pande, Salt Lake City, Utah.

♦ ♦ ♦

Hohengarten Against Proposed Change to Delegate Body

(Concluded from page 55)

Brooklyn. The greatest joke of all was that this solitary delegate, holding the proxies of practically all the eastern bakers, was a **supply man**—not even engaged in the industry he was there to represent.

It seemed such a farce that I was inclined to refuse to preside over what I called "a death watch," instead of a convention; but after a wrangle the form of calling the meeting to order was gone through, one session was held, new officers were elected, and we adjourned without setting a date or place for the next meeting. We spent the rest of our time in the National convention, which was a well-attended, interesting gathering; and, as might have been expected, the U. M. B. A. soon after died a natural death. I am afraid if the National Association is changed into a delegated body, it will in due time take the same course.

I repeat that to my mind the success of the N. A. M. B. has been largely due to the fact that its conventions have not been delegated bodies, but made up of individual bakers, each of whom represented himself, and added his personality to the success of the convention. I am very sorry there is any idea of changing this; and I sincerely hope that after second thought it will not prevail. I cannot be present at the Salt Lake City convention (it will be the first one for me to miss in thirteen years), but if I could be present I would surely protest against the proposed change. So I exercise my privilege as a member to voice my protest through the trade papers. I feel satisfied that most of the older members will share my views. While we regret that the association has not grown in strength in the same proportion as the baking industry, we must still keep on trying. It has done great good for the trade on its present basis; therefore, for the good of the association, I say **don't change it into a delegated body**, for the very reason outlined above.

Yours truly,

St. Louis, Mo.

F. H. HOHENGARTEN.

♦ ♦ ♦

A. T. Carpenter Dies Suddenly

While conversing with the chief engineer of his plant during the evening of July 19, Aloysius T. Carpenter, general manager of the M. Carpenter Baking Co., Milwaukee, succumbed to an attack of apoplexy. He was 43 years of age.

Mr. Carpenter was sitting beside the wrapping machine, of which he was one of the inventors, in the rear of the building, and with the engineer was discussing the mechanism. When there was a lull in the conversation, the engineer discovered that Mr. Carpenter was bending forward in his chair. When there was no further response to questions, others in the plant were summoned, and it was discovered that Mr. Carpenter had passed away.

Up to 1909 he had been assistant manager of the National Biscuit Company's interests in Milwaukee, which were managed by his father. At that time the M. Carpenter Baking Company was organized.

In the immediate family, Mr. Carpenter is survived by his widow, formerly Miss Mayme Seehan, and two daughters, Lucille and Eleanor. His father, Michael Carpenter, two brothers, Joseph J., and Matthew Carpenter, and a sister, Miss Mayme Carpenter, also survive him. Matthew Carpenter left for the east only a few days ago on a business trip.

♦ ♦ ♦

Stone Opens First Texas Plant in Dallas

Although it is said they have never sold a nickel's worth of their products in Texas, the F. O. Stone Baking Co., famed package cake specialists, have established a \$75,000 plant in Dallas, Texas. The new bakery, just completed, was opened for business the latter part of July.

The Stone Baking Co., in its plants at Dallas, Cincinnati and Atlanta, do not compete with other bakers in their territories, inasmuch as they confine their activities to six varieties of package cakes. They do not make pies, bread, rolls or cookies.

The plant is housed by a new two-story brick, mill-constructed building, 80x135 feet. It has a capacity of 3,000 cakes an hour. The latest devices in baking machinery and ovens are installed.

The oven has a frontage of sixty feet. It bakes by radiation heat and not by direct flame, as the fire never gets into the baking chamber. It is fired with gas.

Mr. Stone has made special provision for the health and comfort of his employees. The hottest work is put in the coolest part of the building. Even the negro washers are provided with shower baths and locker-rooms.

J. E. Fraley is manager of the Dallas plant.

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EDITORIAL

Charles B. Thompson, Editor

The National Association Should Be National In Character As Well As In Name

DURING the past few years the thought has continued to grow that the National Association of Master Bakers is not truly representative of the baking interests of the country as a whole, and the opinion is very freely expressed that something radical will have to be done to enlarge the scope of the organization in the near future if it is to increase its influence.

Since the inception of the N.A.M.B., the baking industry has grown with wonderful strides, and with this remarkable progress it cannot be fairly said that the National Association has kept up. Fifteen years ago, when the baking business was in its swaddling clothes as compared with the present, the interest and attendance and the constructive discussions at the national meetings were greater in every way than at any time during the past three or four years. When the industry was "young" such men as Kolb, the Freihoferes, Corby, Ferguson, Schulze, Morton, Regan, Shepard, Smith, McKinney, and indeed practically the majority of the pioneer workers and most successful bakers in the country, not only "dropped in" at the convention, but during every minute of the business sessions they were found on the floor discussing with deep earnestness the problems of their business. A few "set" speeches did not satisfy these men who have caused so much of the development of the baking business—they attended the conventions to thrash out their problems among themselves and they did it most thoroughly. It was no uncommon thing to see such men as Freihofer, Morton, McKinney and others spend hours on the convention floor discussing with every emphasis at their command vital trade topics.

But now the order of the industry as a whole has materially changed and with this has largely disappeared the close continued interest of leading members in the trade which made these rousing conventions in the early days possible. The question therefore arises, should the Association continue operating along the same lines as in the past? Certainly recent experiences do not seem to indicate that it can.

BAKERS REVIEW believes that the magnitude of the baking interests today is urgently in need of a national organization along entirely different lines. In seeking a model for such an organization the trade has only to study very briefly what is being done in other industries, and not be deceived by the experiences of such organizations as the United Master Bakers of America, whose

is used as a warning by F. H. Hohengarten in a letter published elsewhere in this issue.

Dozens of big national organizations have grown to great success modelled along the same lines as the United Master Bakers, hence the failure of the latter was undoubtedly due to other reasons than the plan of the organization itself. It was the pleasure of the writer to attend the Milwaukee convention of the United Master Bakers in 1903 with Mr. Hohengarten, and at that time BAKERS REVIEW published in detail the reason for the failure of the organization, prophesying its complete demise at Washington. All that Mr. Hohengarten says about this organization is literally true, but this failure does not apply to the future possibilities of the National Association with representation both by delegates and individual members. The history of quite a few successful organizations could be cited in point, notable among which is the Millers' National Federation, which has the distinction of being one of the strongest and best managed organizations in the United States. As pointed out in a recent bulletin of this association the Federation today has a standing with both the United States Government and the transportation officials second to no other organization in this country. It has attained to that importance and position through the dignified, quiet method of working out the various problems confronting it and it is a real power in its trade. It is recognized as a power by government officials in Washington and it is consulted by the United States Government on every matter pertaining to the flour industry. Frequently the Federation has been recognized by Congress and by Congressional committees and by the various departments of the government as a necessary element to be dealt with in all matters of legislative enactment affecting the flour trade and is similarly recognized by foreign governments and consulted by foreign committees throughout the world. The Federation is also recognized by railroad and transportation companies and is invariably consulted before matters affecting rates and classifications are acted upon. Its long list of important achievements would require several columns of this page to tabulate. Its influence in the adoption of the Federation package differentials, the establishment and maintenance of which returns every year many times the entire expense of maintaining the Federation; the correction and elimination of trade abuses; the adoption of uniform sales contracts; the complete elimination of adulteration and packing short weight, and the voluminous work of its adjustment committee in connection with trade disputes, are only a few of its achievements. Its work has

even gone extensively into the question of wheat growing and wheat culture which has had the cooperation of the agricultural department at Washington. In legislation the work of the Federation is shown in practically every enactment in recent years that affects the flour industry.

And yet, this organization was founded on exactly the same lines as the United Master Bakers' Association with the important exception that its membership is composed of both individuals and delegates. Article III in their by-laws reads:

Section I.—Any club, association or league composed of not less than three members actively engaged in the manufacture of flour and of a total daily capacity of not less than one thousand barrels is eligible for membership.

Section 2.—Any merchant miller, whether a member or not of such organization or club, is eligible for membership; the yearly dues of such individual members being six dollars (\$6.00) per one hundred barrels daily capacity or fraction thereof.

The business of the Federation is transacted by a body consisting of two delegates from each association, club, or league and of members not belonging to any club or association. Each member is entitled to one vote for each unit of 100 barrels capacity.

The Millers' National Federation usually holds an annual meeting attended by delegates, committee members, directors and important members of the Federation, and almost every year they hold a mass meeting which is a signal for a grand "round-up" of members of the organization and at these meetings the attendance is always large.

BAKERS REVIEW believes eventually the National Association of Master Bakers will have to come to some such plan as the Federation before it can exert a real influence in the industry and utilize the full value of the state and local organizations. Every state and important local association should be a member of the National Association of Master Bakers if the fully organized strength of the industry is to be made effective. Mr. Hohengarten's objection that one delegate represented many associations could easily be overcome with a rule requiring two delegates who are members to be present in person in order to cast a vote for the organization; as for individual members losing interest, this is not borne out by the experiences of other organizations.

Every progressive baker that can possibly attend this convention should consider it a duty to do so. Aside from the wonders of the trip the opportunity to "get together" and plan big things for the future should be considered the individual opportunity of every baker who takes pride in his business. The association can do nothing of itself, it needs *bakers* to attend the meeting and make it a success.

* * *

*When the whole blamed world seems gone to pot,
And business is on the bum,
A two-cent grin and a lifted chin
Helps some, my boy, helps some.*

Opportunity For Associate Members

FOR the first time since its organization the National Association of Master Bakers will at Salt Lake City give official recognition to its associate members. This is an opportunity for the associates to form a dignified organization to cooperate with the National Association in all of its work in the future. Unfortunately in the past an associate member has been looked upon largely as a medium for entertainment at the annual conventions and whereas the associates have contributed largely to the pleasure of the visiting bakers, the time would seem opportune to enlarge somewhat the influence which this part of the trade can undoubtedly exercise in the industry as a whole. The problems of the bakers and associates are largely identical and with real team-work along these lines much could be accomplished. In practically all large industries the associate trades are represented by organizations which work in complete harmony with the other associations. There is every reason to believe that the baking industry is capable of the same kind of progressive effort if it is done along the right lines.

* * *

A Citizen Worth While

"Gordon Smith, the baker, deserves special mention for the extraordinary efforts he made to maintain Mobile's bread supply in the days following the hurricane and for his big-hearted offer to provide bread for any family unable to buy it. Mr. Smith's name has been synonymous with enterprise and charity in this city for many years, but he excelled even himself by the manner in which he handled the storm situation, making deliveries to retailers almost without a break, although his big plant was crippled for power and lights when the wires went down all over the city. His provision of free bread for the unfortunate was the action of a big man—a man whom Mobile is proud to claim as a citizen."

The above was first published as an editorial in the Mobile (Ala.) "Tribune," of July 15. It just confirms the opinion held by the baking industry of Mr. Smith as a baker and as a man.

He is one whom bakers are proud to call a fellow. He is a man who can be depended upon to perform more than his share of the duties that come with emergency, and we are proud to know him.

* * *

Salt Lake City Bakers Organize

The bakers of Salt Lake City have organized a convention committee to care for arrangements preparatory to the convention of the National Association. George Mueller is chairman; Frank Erath, vice-chairman; J. Edenberger, treasurer, and S. F. Ball, secretary.

* * *

Henry Heide Incorporates

Henry Heide, who for a number of years has manufactured Diamond Brand Confectionery and Genuine Almond Paste for bakers' use, has recently incorporated his concern which is now known as Henry Heide, Inc.

* * *

Coming Conventions

August 7-11—National, at Salt Lake City, Utah.

October 10-11—Wisconsin Annual.

October 10-12—New England Tri-State, Annual, at Portland, Me.

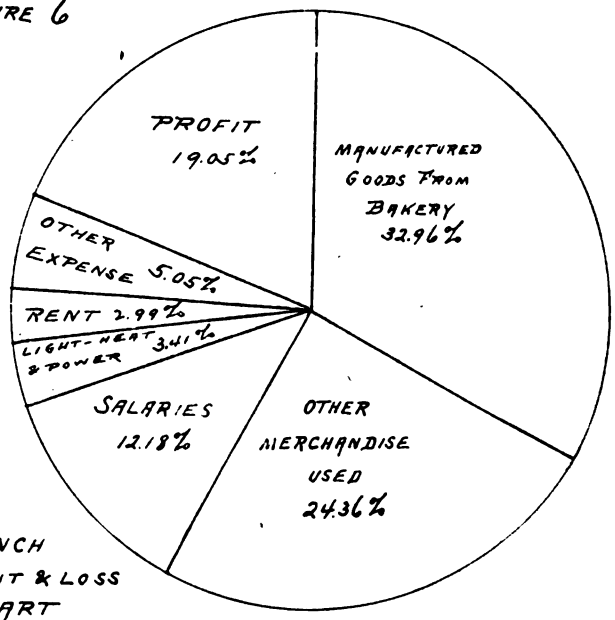
October 17-18—Kentucky Annual, at Paducah.

Store No. 2 Profit & Loss		
Sales		\$5,758.00
\$4,606.40	Manufactured goods from bakery	
403.00	Salaries	
41.00	Light, Heat & Power	
157.00	Stable expense	
102.00	Rent	
20.00	Store fixture depreciation	
17.00	Other expense	
257.60	Profit on Store No. 2	
<u>\$5,758.00</u>		

Lunch No. 2 Profit & Loss		
Sales		\$3,407.00
\$1,123.06	Manufactured goods from bakery	
830.00	Other merchandise used	
415.00	Salaries	
116.00	Light, Heat & Power	
102.00	Rent	
19.00	Lunch fixture depreciation	
153.00	Other expense	
648.94	Profit on Lunch No. 2	
<u>\$3,407.00</u>		

Total of Profits	
Bakery No. 2	\$170.46
Store No. 2	257.60
Lunch No. 2	648.94
	<u>\$1,077.00</u>

FIGURE 6



of the retail price and we therefore give the bakery credit for its manufactured goods at this rate.

We can easily see that if the bakery had been operating alone and selling to outsiders it would have made \$170.46.

The store profit and loss statement shows that if the store had been operated without the bakery it would have made a profit of \$257.60. And the lunch-room by the same method shows a profit of \$648.94.

Naturally we always consider the fact that a store is able to sell more if goods are baked on the premises than if they were bought outside, but if a baker finds that he is losing a great deal of money on his bakery, figured at the regular wholesale prices prevailing in his district, he knows that it would pay him to shut up his shop and buy from some one else.

FIGURE 3

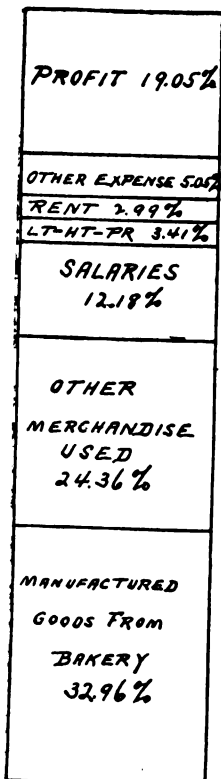


FIGURE 4

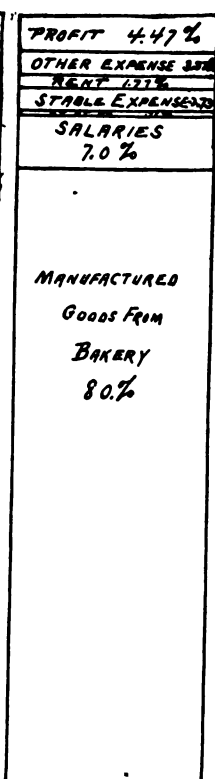


FIGURE 5

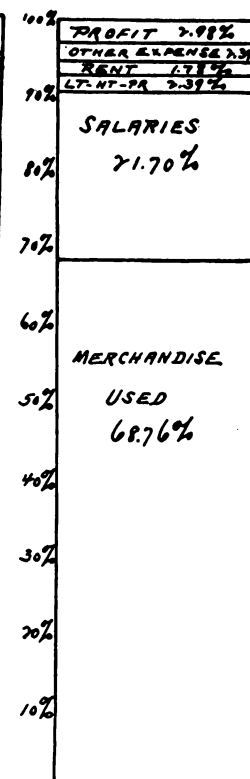
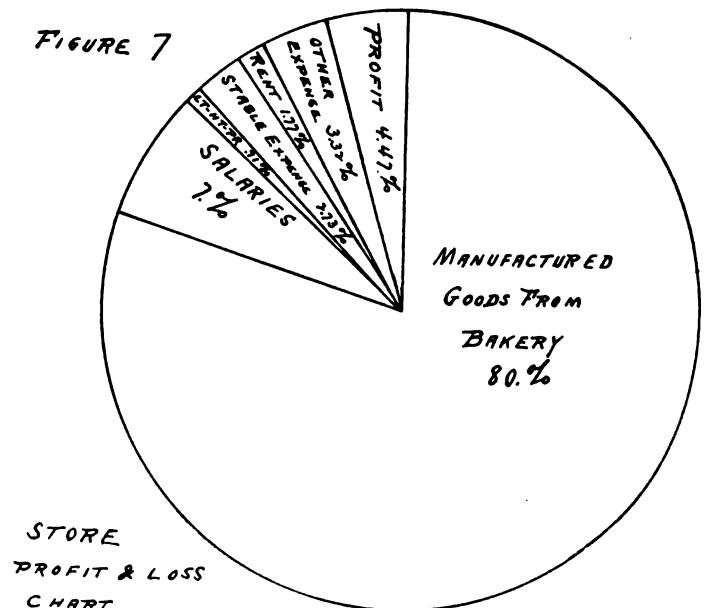


FIGURE 7



PROFIT & LOSS STATEMENTS—WITH GOODS MANUFACTURED FIGURED AT COST

Bakery No. 2 Cost Sheet

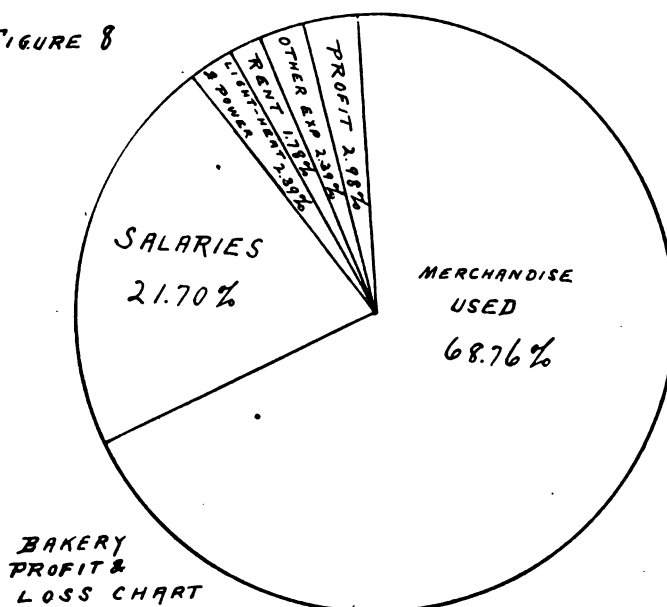
Goods manufactured at retail price	\$7,161.82
Sent to store No. 2	
Sent to Lunch No. 2	
<u>\$5,758.00</u>	
1,403.82	
<u>\$7,161.82</u>	

We have here a profit and loss statement on a bakery, store and lunch-room showing the amount of profit earned by each. The bakery manufactured goods are figured on a basis of 80%, that is we believe that we can buy cakes and bread from bakers at 80%

	Goods manufactured 77.62%	\$5,559.00
\$3,939.00	Merchandise used	
1,244.00	Salaries	
137.00	Light, Heat & Power	
102.00	Rent	
25.00	Bakery fixture depreciation	
111.00	Other expense	
<hr/>		
\$5,559.00		

	<i>Store No. 2 Profit & Loss</i>	
	Sales	\$5,758.00
\$4,469.36	Manufactured goods from bakery	
403.00	Salaries	
41.00	Light, Heat & Power	
157.00	Stable expense	
102.00	Rent	
20.00	Store fixture depreciation	
171.00	Other expense	
394.64	<i>Profit on Store No. 2</i>	
<hr/>		
\$5,758.00		

FIGURE 8



	<i>Lunch No. 2 Profit & Loss</i>	
	Sales	\$3,407.00
\$1,089.64	Manufactured goods from bakery	
830.00	Other merchandise used	
415.00	Salaries	
116.00	Light, Heat & Power	
102.00	Rent	
19.00	Lunch fixture depreciation	
153.00	Other expense	
682.36	<i>Profit on Lunch No. 2</i>	
<hr/>		
\$3,407.00		

	<i>Total of Profits</i>	
Bakery No. 2 Cost	77.62%	
Store No. 2	\$394.64	
Lunch No. 2	682.36	
	<hr/>	
	\$1,077.00	

In the profit and loss statement shown here we have figured the actual cost of the bakery manufactured goods and charged the other departments with this cost. The first section shows that the bakery manufactures goods at 77.62% of the retail price.

As the store and lunch-room are debited with a lower amount for finished goods their profit is larger. There is not much difference between the two forms, and one can easily be made up from the other.

In figures 3 to 8 we have charted the figures shown in the first of the above statements. We can see that the salaries in the bakery are proportionately larger than the salaries in the lunch-room and that the lunch-room salaries are proportionately larger than the store salaries.

The long charts (figures 3-4-5) are the same in principle as the circular charts (6-7-8).

* * *

New England Bakery Co. Profits

Mark C. Steinberg & Co. have reported that St. Louis investors are largely interested in securities of the New England Bakery Company, a combination of six large bakeries in Eastern cities. Total sales for the first thirty-two weeks of the company's corporate existence were \$709,902.42.

The net profits were \$70,134.66, showing approximately 7 per cent. earned on the common stock after the payment of dividends on first and second preferred stock. The combination includes bakeries in Boston, Springfield, Mass.; Lawrence and New Bedford, Mass., and Hartford and New Haven, Conn.

* * *

Green & Green Co. Re-organizes

Formal transfer of the property and business of the Green & Green company, cracker manufacturers in Edgemont, Ohio, from Receiver W. L. Caten, to the newly-incorporated company was made on July 10th.

Controlling interest in the new organization is held by Weston Green, president and Joseph W. Green, secretary-treasurer. Since 1908 the business has been operated by W. L. Caten, receiver. That the management of Mr. Caten has been highly successful, is indicated by his report which shows an increase in business annually from \$12,000 to \$40,000. An immense gain has been made in the output. Profits are shown to have been \$156,000 during the management of Mr. Caten.

The company manufactures the Edgemont cracker and gives employment to a large number of persons. The new company is capitalized at \$250,000. Officers were elected Friday.

* * *

New Shortening Concern

Plans have been completed for operating the old plant of the Kentucky Refining Company, formerly one of the largest manufacturers of cottonseed lard, oil and by-products in the country, but which has been in the hands of a creditors' committee for several years.

The plant was recently sold to the New York banking house of Campbell, Heath & Co. Later C. J. Murphy, representing Eastern capitalists, came to Louisville and incorporated the Butter Cup Oil & Car Co., which will operate the plant and 200 tank cars. The company will do a large manufacturing business, handling car shipments of cottonseed oil largely. This company is incorporated with a capital of \$250,000 and a debt limit of \$3,000,000. The incorporators are C. J. Murphy, E. P. Humphrey, and H. L. Walker, holding 1,250 shares of the capital stock at \$100 per share.

* * *

Waxide Paper Co. Changes Hands

The Waxide Paper Co., managed for the past few months by L. H. Histed, has been sold to Maurice Berkowitz, recently of New York, formerly part owner of the Berkowitz Envelope Co. Mr. Berkowitz will move the factory plant from Admiral boulevard to buildings owned by him at Twenty-third and Tracy in Kansas City, and will add considerable equipment.

How to Stimulate the Bread Trade When Business is Dull

Some Varieties of Bread That Pay and Get Popular

Written Especially for Bakers Review by a Champion Gold Medallist and Cup Winner

(Continued from May Issue, Page 67)

BESIDES the regular standard types of bread that are made in fairly large quantities, such as have been dealt with in previous articles under the above heading, there are various special kinds which do not figure so often upon the baker's order list, but which are important under certain circumstances and therefore it is necessary for the up-to-date baker to be familiar with the manufacturing process involved.

For example, there is a growing demand for gluten bread, which, as is fairly well known, has to be eaten by diabetic patients on account of starch being strictly taboo in the diet of those afflicted with diabetes.

There are various types of gluten bread, and also various methods of obtaining the desired result. When, as is often the case, the baker is called upon to supply it at short notice, the most usual way is to make it from ordinary bread dough by washing the latter in several waters till practically nothing but the crude gluten remains. This is very difficult stuff to handle, and is generally made into small rolls, and baked under tins in a similar manner to cream puffs, which, as a matter of fact, gluten rolls very much resemble in appearance.

The washing out of the dough, however, is very often not carried so far as described above; but then it does not expand much in baking and the gluten bread is far from satisfactory. Real gluten bread does not require yeast to raise it, and the dough can just be made up with water and a good strong flour. It can then be soaked in water awhile, then wrapped in a strong piece of canvass and washed till the water remains quite clear, afterwards being baked in small rolls as described above. The rolls must always be thoroughly dried in baking or will sink and soften afterwards. The crude gluten obtained from washing the dough in this manner may be dried and then well powdered into flour, which can then be used as needed. Ready prepared gluten flour can also be bought from some houses, where a regular demand for gluten bread or rolls has to be met by the baker.

As may be expected from the nature of gluten bread, the patients soon tire of eating it, and it is quite customary to add other ingredients in making it up, which must, of course, possess the necessary properties. These include butter, eggs and ground almonds, and it is possible to make quite palatable bread, cake or biscuits by their aid. Thus; for a really rich bread, take the following:

1 lb. gluten	4 ozs. butter
8 oz. ground almonds	1 egg

Mix the enriching items well with the gluten just as it is obtained from the dough, and bake in small rolls in a fairly steady heat, care being taken to dry them well.

Aerated Bread

Large quantities of this bread are made in some bakeries, but in these cases, a special plant is employed for pumping the carbon dioxide into the dough. While there is no doubt that the appearance of the bread is improved in these instances, yet quite good-looking and palatable aerated or "soda" bread, as it is called in some parts, can be made by the small baker.

Ordinary baking powder will give the necessary gas to raise the dough, but in this connection it may be well to

emphasize the point that acid phosphates will not give quite such satisfactory results as pure cream of tartar.

The following ingredients will make a small quantity of plain aerated bread:

3 qts. cold water (7½ lbs.)	10-11 lbs. flour
3 ozs. salt	3½ ozs. cream tartar
	2¼ ozs. bicarbonated soda

Mode: Weigh the flour into a bowl, sieve the salt and chemicals and well mix, then shake the whole lightly together into a soft and spongy dough; dust up at once on the boards, weigh into the required sizes, let the dough stand about ten minutes and bake in a fairly hot oven.

If a richer bread is needed, keep to the above foundation formula and add 6 ounces dried skim milk powder to it, also eight ounces lard, margarine or vegetable fat and six ounces sugar; these can all be mixed into the flour with the chemicals and salt, and make into dough as before. Hand up and let lay awhile as previously described, and bake under tins in a good hot oven. This type of loaf will usually give the best results, especially if the shapes be long and baked under corresponding tins, so that a nice break occurs right along each loaf. It is essential that a good colored flour be used for this bread, while it should also be a mellow kind; strong flours are unsatisfactory for aerated goods generally, but especially for this bread.

Brioche Bread

Here is another type of bread having a good vogue in better class circles. It is a rich, short-eating, aerated tea bread and the most usual form it is made in is that of small cottage loaves. Like the breads just described above, it should be charged for at a correspondingly higher price than the usual run of fancy breads, as it contains both butter and eggs. Here is a suitable formula for a small quantity:

4 lbs. flour	1 lb. butter
1 oz. cream tartar	6 eggs
3 oz. bicarbonate soda	1¼ pts. milk
8 ozs. sugar	1/3 oz. salt

Mode:—Weigh the flour and powders, rub in the butter and make a bay for the remaining ingredients. Mix into a fairly stiff, but mellow handling dough, divide into small pieces and mould into "tops and bottoms." Let these lay awhile then place together and set on clean slightly greased trays. Egg wash them carefully and bake in a medium oven to a nice golden brown.

Salt Sticks

These are used with soup in hotels, etc., and are not asked for except in this connection as a general rule. Small bundles of salt sticks or grissini bread, as it is sometimes termed, are to be found in best-class stores and give a decided "tone" to an establishment.

There is no special formula required and it can be made from ordinary bread dough by allowing to each pound of dough four or five ounces good salt butter and rubbing the mixture down quite smooth. It must then be tightened with more flour till it is rather stiffer than in the first place. Let it remain for an hour or so, then break off pieces and roll out under the hands till it is about as thin as a pencil. Lay these across trays and allow room to prove to about twice the size without touching. Let them rise in a moist heat, and sprinkle coarse salt over them before baking. Cut them with a



*Aerated Loaf
Gluten Bread*

*Broche Bread
Grissini Bread*

scraper into suitable lengths, bake in a warm oven, so that they get well dried without coloring, and break them out when baked.

Some large bakeries make a big feature of rusks of various kinds and the small man may well turn his attention to these goods, as they can be made up at a quiet period. Several methods are employed to produce them; a common way, especially in the small bakery, being that of slicing up stale tea cakes, baking these in a hot oven and drying them out. Where made in a wholesale manner long narrow loaves are made from a dough similar to the following:

5 lbs. milk and water	10 ozs. butter
5 ozs. yeast	6 ozs. sugar
3 eggs	½ oz. salt
10 lbs. flour	

Mode:—Weigh the flour, rub in the fat and sugar and dissolve the yeast, eggs and salt in the milk and water at about 100 deg. Fahr. Mix to a fairly stiff dough and let it remain an hour. Dust well and prove another hour, then scale at the proper weight for the tins being used, and prove the loaves without steam. Bake in a warm oven, drying them out pretty well and then store the loaves in a dry place for a couple of days. They are then sliced, spread out on trays and well baked; then dried in a hot cupboard or prover before being packed for sale. Some factories specialize in —isks that are baked under round tins pierced with holes to let out the gas and steam. The dough is moulded into rounds and proved and baked under these tins. They are baked in very hot ovens, cut through when stale and then toasted and dried. Cartons or boxes are used for packing these goods ready for sale. Various other kinds of special breads might be touched upon but are not so much in demand in the ordinary establishment; such as rye, bran, oatmeal and other breads.

* * *

Corby Baking Co. Opens New Plant

The Corby Baking Company formally opened its new plant in Richmond, Ca., late in July.

This bakery was recently acquired from the Purity Corporation, but extensive alterations have been made to have it conform to the Corby standard of efficiency.

Located at Jefferson & Cary Streets, Richmond, the plant will have a capacity of 100,000 loaves per day. The present output is said to be approximately 30,000 to 40,000 loaves per day.

The controlling interest is held by W. S. and C. I. Corby, who have been prominently identified with the baking industry for many years.

Getting a Profit in the Retail Bakery

*By Harry Boeckhoff **

TO-DAY we are hearing a great deal about service, so that we have come to think of business as the science of human service. We have completely revolutionized the popular ideas of a tradesman, so that to-day we preach the divinity of work and the doctrine of service. We are coming to know that "hands that work and serve never wear steel bracelets," and that through service lies the salvation of the modern business man.

And, indeed, the doctrine of service is specially applicable to the retail baker. He is feeding a nation; he is supplying the wants of the hungry stomach as well as pleasing the delicate taste of the connoisseur.

Business is as much a science as mathematics or chemistry. Chemists tell us that certain underlying laws govern the whole field of chemistry; so do we business men who have experienced the pitfalls of retailing know that there are also certain underlying principles which as surely govern the whole field of business as in the case of any other science.

And because many retailers have failed to recognize these underlying principles they have met disaster after disaster, and have wrecked their businesses upon the rocks of failure.

SUBSTITUTION A GREAT EVIL

One of the chief reasons why bakery retailing has not been profitable is because of the almost wholesale practice of substitution in the manufacture of bakery products. The American public is no longer the ignorant fool that Barnum tells about; to-day when an American customer comes to buy a product at your store he expects to get the best money will buy and if you cannot furnish it he will get it elsewhere and you will lose the trade. Substitution is the greatest evil confronting American business to-day, and it is especially dangerous in the bakery business.

Then, again, many of us forget to watch closely the overhead expense. I believe I can safely say that the majority of bakers who have failed in this country have failed because they have not properly taken care of overhead expense. I realize that this is a broad statement to make, but if we go into the details of overhead expense it looms up much more prominently than we first imagined.

In my business I have adopted the following method of taking care of overhead expense: I add 100 per cent. to the material, and sell the product at the figure which this gives me. I find that the 100 per cent. over and above the cost of material will cover overhead expenses, shrinkage and profit in a very comfortable manner.

In addition to my bakery, I also maintain a cafe and lunch room. One would be surprised at the numerous advantages which result from such a combination of interests. The bakery is very helpful to the cafe, and in the same manner the cafe is beneficial to the bakery.

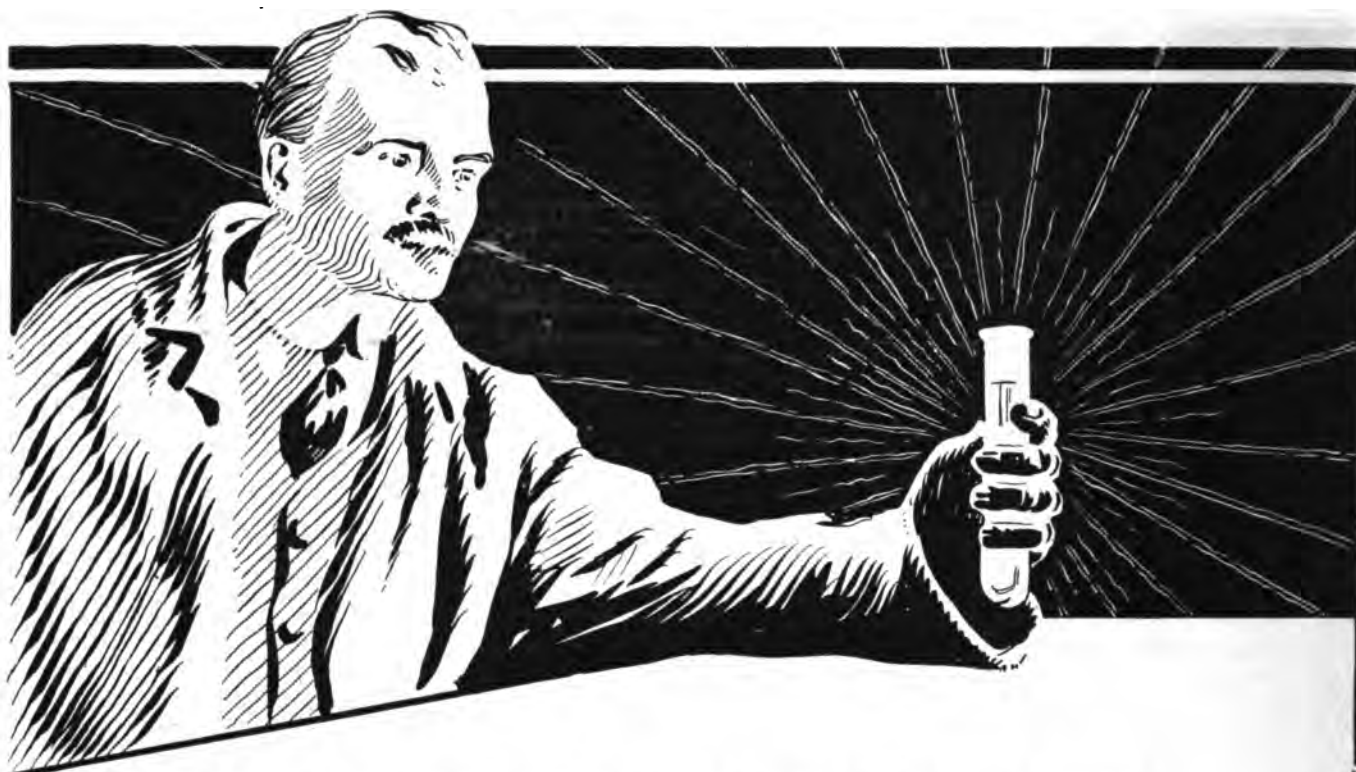
I have found that I could not afford to discontinue my cafe now, even if I were to consider it entirely from the standpoint of the advantages it brings to the bakery business. It not only attracts trade, but it also cleans up the odds and ends in baked goods, such as are not promptly sold over the bakery counter. All of you will appreciate what it means to keep bakery goods constantly moving.

PERSONALITY A GREAT ASSET

Last, but not least, there must be personality in our business to make it profitable. Many a man has built up a wonderful enterprise only to have it fail in time of special stress because he had not injected personality into it.

The elements of personality, so far as they apply to the retail business, are summed up in just three words: Courtesy, Cleanliness and a Square Deal.

**An address delivered at the recent Trans-Mississippi Convention held at Omaha.*



DISCOVERED!



In the first place—DOUGLAS White Cooking Oil doesn't cost as much as lard or cotton seed oil and it goes a long way further either as a shortening or for deep frying.

Secondly—DOUGLAS White Cooking Oil contains less steaming than other shortening materials and it has the highest burning point of any fats or other oils, nearly 670° Fahr.

a better and cheaper-to-use shortening than lard or cotton seed oil AND AT ABOUT THREE FOURTHS THE COST

Over 50 of the largest cracker manufacturers and hundreds of wholesale bakers have demonstrated its remarkable efficiency and economical merits.

It is DOUGLAS White Cooking Oil—a strictly pure vegetable oil extracted from corn.

Bread can be improved wonderfully by adding DOUGLAS White Cooking Oil—it is a natural vegetable oil that possesses qualities all its own.

A trial will demonstrate its unusual value in your bread and general baking—write us for a generous sample.

DOUGLAS COMPANY
CEDAR RAPIDS, IOWA

Wholesale

Edited especially
for the busy baker
of large affairs.
News and problems
of the Manufacturing Baker.

A General Review of the Wholesale Trade and Discussions of Practical Problems

Backing Up Advertising With Pictures

Written for Bakers Review by G. D. Crain, Jr.

ONE of the middle Western bakery companies during the last few months has been doing some good advertising. Several angles on the big bakery proposition were laid before the public in the newspapers. One of them in particular deals with a feature of the big bakery business that has not had as much attention as it deserved. This is the proposition of the way bread is made in a plant that does its work by machinery.

For a long time bakers have realized that the majority of the people they sell to do not know enough about the insides of their plants. They have tried various ways of getting people inside. The neighborhood baker whose products do not get outside of a small section of the city may be able to get half of the people whose business he is after inside his plant. The big baker who wholesales only can not hope to get any large proportion of the people to visit his plant. A good deal of good has been done in some towns by getting the school teachers, as a part of the education of their pupils, to take classes through the plants. These children go home and talk about what they saw.

That does lots of good, of course, but it is ten to one that when mother heard of the trip she was siezed with alarm lest the children get caught in the machinery she heard about. The men of the family may have a pretty good idea about the way bread is manufactured in a big manufacturing plant. Most men, some time or another, have been inside some big manufacturing establishment and they know the way machinery has been developed. They know that the process can be made almost automatic, and that sanitation can be obtained absolutely. But the average woman's idea of how a big bakery is operated is about as clear as a rainy day.

WOMEN DO NOT KNOW VALUE OF BAKERY MACHINERY

What the average woman knows about baking bread she has learned by doing it herself in her own kitchen, or by seeing other women on baking days. She may go back to her childhood and recall how mother used to set the yeast to work in a stone crock behind the stove; how the dough was mixed and set to rise in the dishpan covered with the old red table cloth, how it was kneaded and put back to rise again and again kneaded and put in the greased bread pans for still another rising. Maybe the daughter had the work of washing up the bread things, an unpleasant, sticky job at best.

That is what she knows about the business of making bread. She does know that instead of a woman doing the work, that a man does it and bakes in larger batches than she ever saw a woman handle. She hears that machinery is largely used. The average woman does not know much about machinery. Say machine to her and she will think of cog wheels and belts, and greasy oil cups. In itself the statement that a certain piece of work is done by machinery and that no human hand ever touches the product is not always a recommendation as to its purity to a woman. If she and all her neighbors could be per-

suaded to call at the plant and go through it, of course she would see that what the baker says about it being clean is true. But although she may be buying one concern's product at the grocery nearest her, she will be hard to get to make a trip half way across town just to go through the factory that makes it.

Is the Bread You Eat Pure and Wholesome?

What do you really know about the bread your family eats? Do you know where and how it is made? Are you sure it is clean, pure and wholesome? These are facts you have a right to know. You run no risk or take no chances when you buy **BIG DOLLY BREAD**.

What The Name "Big Dolly" Means

We started out and made a perfect loaf. We used the finest material. We made it according to the latest and most scientific methods. We made it as big as we possibly could for so-called loaf "BIG DOLLY."



Our Buying Power Is Your Profit

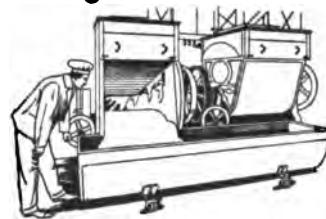
A large capital and a large method makes it possible for us to buy all our material in great quantities. When you buy a loaf or even a barrel of flour, we buy thousands of a whole bushel. This great buying power makes it possible for us to produce a loaf for so that you could not possibly produce for twice that amount.

2 Stamps With Each Big Dolly Loaf

This great offer is made indefinite, regardless of what reports may be circulated to the contrary. We are so anxious to give you the greatest value in stamps for

Big Dolly Bread Labels

Grocers
Baking
Company
Bakers of
Wholesome
Bread



The Great Millers, Where
Big Dolly is Made.

The Best
We Know
In Every
Loaf

The baker in question realizes this fact. So he undertook to show his customers something about the interior of his plant through his advertising. He had been talking about machinery and sanitation and about the way perfect cleanliness was secured through the whole process. And he backed these statements up with pictures showing the machines. One cut represented the big flour sifter, with the operator in his white duck suit

and cap, sifting the flour which was used to make the bread, just as mother used to sift it onto the breadboard when she mixed up her dough.

Another cut showed the big mixing machines where, with powerful arms the dough was kneaded just as mother used to do it with her bare hands. Still another cut illustrated the way the bread was caused to rise in the proofing room, the white-clothed attendant using a thermometer as a suggestion that even the temperature of the dough was carefully looked after. Mother used to form the loaves with her hands as she fitted them into the pans in which they were baked. Sometimes she used a knife. One of these cuts showed the divider and moulding machine. Mother used an unsanitary wooden rolling pin on her biscuit dough, and stamped the biscuits out with a tin mould. Then mother picked the lumps of dough up and laid them in the pan in which they were baked. The baker's machinery deposits the loaves on the tray which is slid into the oven.

Any woman who gave that advertisement as much as half a minute's attention would for all time thereafter have a very good idea of how things operated in that bakery. Before she knew almost nothing of the way it worked. She thought as little about it as she could because the more she did think the more uneasy about the bread she and her family were eating became. Like the average woman who firmly believes that the laundry man puts acids in the water in which the clothes are washed, she was inclined to believe that something must be wrong with the system used in the bakery. But the baker who knows he has a good plant, a sanitary plant and one that looks good can afford to get right down to cases with these customers. That is what this advertising baker did:

Where And How Is the Bread Made Your Family Eat?

You have a right to know and should. Are you certain it is clean and wholesome? Are you absolutely sure that your growing children are getting the purest bread? There is no reason or excuse for your being in doubt. You make no mistake and run no chances when you order **Big Dolly Bread**.

6 Good Reasons Why You Should Eat Big Dolly Bread

- 1st—It is made of only pure, wholesome materials.
- 2d—It is made in a clean bakery and delivered clean.
- 3d—It is made by professionals who know how to bake wholesome bread.
- 4th—It is the biggest loaf for your money.
- 5th—You get 2 trading stamps with each loaf.
- 6th—It is sold everywhere and can easily be obtained.



2 Red, Brown or Blue Stamps with Each 5c Loaf

This is to reward our patrons to you that Big Dolly Bread Loaves will continue to be rewarded for our stamp each, and that new stamps will continue to appear on each 5c loaf. Many conflicting reports to the contrary have been circulated, but these reports are false. Big Dolly Bread Loaves continue to have the greatest redeemable value and the Big Dolly Loaf continues to be the biggest and most wholesome loaf you could ever buy.

Our Buying Power Is Your Profit

A large capital and a large output makes it possible for us to buy all materials in great quantities. When you buy a sack or even a barrel of flour, we buy thousands—yes, a whole trainload. This great buying power makes it possible for us to produce a loaf for 3c that you could not produce in your own kitchen for twice that amount—Why Baker?



Grocers Baking Company

Bakers of Wholesome Bread




GETTING RIGHT DOWN TO CASES

"Is the bread you eat pure and wholesome?" he asked at the top of a quarter-page ad. Then he continued:

"What do you really know about the bread your family eats? Do you know where and how it is made? Are you sure it is clean, pure and wholesome. These are facts you have a right to know and should know. Are you absolutely sure your growing children are getting the purest bread?"

"You run no risk or take no chances when you buy Big Dolly bread."

That certainly is putting the case right up to every customer whose eye falls on the advertisement in the newspaper. Unless the advertiser was confident about what he could show the readers of such a sensational introduction, he would certainly be running a big risk in printing anything like that. Unless he could take any reader through his plant and show her satisfactorily that he was doing the things he was talking about, he would be doing a very foolish thing in talking that way. And that would be apparent to anybody. It would be clear that nobody would dare do that kind of advertising unless he was sure of what the test applied to his business would show. Coming from a baking concern with a big plant, that kind of advertising is going to inspire confidence, especially when, as in this case the pictures showing steps in the actual operation give the readers of the ad something to build on.

A bare statement of excellence, an assertion of purity, of conditions under which the product is made, claims to superiority of one or another kind need something to support them. People have got so used to seeing newspapers and statements in type that these do not carry the punch they once did. There has to be something back of them to carry conviction. The foregoing represents the logic back of the advertising which the Grocers' Baking Co., of Louisville, J. William Miller, president, has been doing. One of the conspicuous advertisements in the series is shown herewith. It occupied two-thirds of a page in one of the Louisville afternoon papers.

Aside from the points made in connection with the illustrations to give it punch, there are numerous other important points about the advertisement. In the first place it is attractive and conspicuous. The distribution of the white spaces and the arrangement of the type and pictures give it the well-balanced look that advertisers try for. The black striping is one of the new devices in display advertising which undoubtedly gets the eye of the person who glances casually over the paper. And the caption at the top is simple and direct bound to get attention. It can be read at a glance. The average newspaper reader—certainly the average buyer for the table of the family is interested at once. Especially if there are children the one who supplies the table will note the next section of the advertisement.

It has punch. It is written in short sentences. It does not use words which are not used nearly every day by nearly everybody. It certainly raises a lot of dangerous questions which anybody can understand in a minute. The average reader will see that the questions asked and the statements made make up a challenge. It is a dare to the public to come and see what the Grocers' Baking Co. is doing and how it is doing it.

You get "Six good reasons why you should eat Big Dolly bread," the last one, "It is sold everywhere and can easily be obtained" being not the least important by any means. The claim that "It is the biggest loaf for your money" and the liberal allowance for trading stamps, which are very much in demand, it may be mentioned, in Louisville at this time, seem to be rather strong. But the explanation is handy, and it is almost certain that whoever reads the six reasons will look over to the right side and read the explanation: "Our Buying Power is your Profit."

It is true, of course, that a great deal is being said day after day by many advertisers of their buying power. But nevertheless it fully and convincingly answers the question. And it is stated in terms that the wife of the railroad brakeman or of the street car conductor or the journeyman plumber can understand at once. And she knows also that she cannot bake the same amount or the same kind of bread as cheaply as she can buy "Big Dolly."

This is a good advertisement for one reason because it completes the circle. It starts out by raising some very startling questions but before it finishes, these questions are answered in a convincing way, backed up, in fact by the reasons why things at the Grocer's Baking Co., are as the advertisement says

they are. It also can be read and understood in a very short while and there is information in the cuts used—not at all elaborate in themselves—which gives every reader of the ad something to build her confidence on.

This advertisement was one of a series which the company printed in the Louisville papers during May and June. Others dealt with other phases of the bread question. The food value of bread compared with the nourishment in other foods, the statement of Dr. Wiley that the commercial bakeries made better bread than the housewife and other points which can be

made for good bakery products were treated in other advertisements.

Of course much of the benefits from such advertising will be of a general nature and will be spread out over the years. Again "Big Dolly" is very well known in Louisville and largely eaten. It is out of the question to estimate the increased satisfaction and security with which these consumers will continue to consume as a result of these ads. Besides that they have measurably increased sales.

* * *

Sales Promotion For Wholesale Bakers

*By S. W. Tredway, Chicago**

AS THE baking business grows in magnitude it becomes all the more important that we make a closer study of all of its ramifications in order to keep abreast of the times and be in

a position to meet the constantly changing conditions and solve the numerous problems that are constantly arising. There is probably no other business in the United States of a permanent character that has shown such an enormous increase in volume of investment and volume of sales during the past decade as the baking business. Almost like magic it has grown from a petty trade of no consequence or importance in the community into a business of the first magnitude. Its growth has been so rapid that the problems of manufacture and distribution have



S. W. TREDWAY

at times almost swamped the management, and at no time during this period has there been the opportunity for careful study as to ways and means for adequately overcoming the numerous problems that are constantly arising in a rapidly growing business, and in consequence numerous practices and abuses that were good enough as makeshifts and not of serious importance while the business was young, have fastened themselves like barnacles upon the business as a whole, especially upon the sales end and the selling organization. The baker himself, crowded as he was with a business that was growing too fast for him, devoted the most of his time to the shop and manufacturing end of the business, to the neglect, or partial neglect, of the sales end. In the majority of instances he left the sales end to take care of itself, under the impression that if the goods were right they would sell themselves. At the best his sales organization and selling plan were haphazard propositions which answered well enough a few years ago but are deplorably inadequate to-day. Times have changed and are still changing, and to-day the selling end of the baking business is becoming of constantly increasing importance, and bakery managers generally, together with experts in sales promotion and sales efficiency, are busy making careful studies of the situation in an effort to improve conditions and increase the efficiency of the sales organization.

MUST CONSIDER THE SELLING ORGANIZATION, THE DEALER, CONSUMER AND ADVERTISING AS FACTORS

In promoting the sale of bakers' bread there are four factors to be considered. First, the selling organization of the bakery itself. Second, the dealer through whom the bread is distributed to the consumer. Third, the consumer. Fourth, the

manner whereby the attention of the consumer is directed to some particular brand and bakery; or, in other words, advertising. Any one of these four divisions is sufficient within itself to make the topic for a paper, and in this paper it is my intention to only treat briefly of two—the bakery selling force and the grocer. I don't want to be put down as a knocker, but I do want to say right here that the average bakery sales organization is not worthy of the name. Poorly trained men with no selling ability are usually the only representatives the baker has to promote the sale of his product. No other manufacturers in the world would consider for a minute leaving the sale of their goods to such men. The baker places a man of this caliber in charge of a wagon and starts him out on a route to sell a staple commodity to a class of merchants who are far below the average in business ability and who, because of this fact, should be approached only by thoroughly experienced salesmen. Taken as a whole, the man on the bread wagon is a driver, first, last and all the time—at least 90 per cent. of them are, and the other 10 per cent. at best are no better than a cross between a driver and a salesman. Seldom, if ever, is a real salesman to be found driving a bread wagon. He has had no training for the work in hand, which is the selling of bread, and only in a limited way has he ambition and ability. He sets a limit to his ambition before he starts selling bread, and that ambition is a desire to earn just a few dollars a week more than he was able to earn as a grocery clerk or in some other like capacity, and when he succeeds in earning these few extra dollars he is satisfied, and from that time on he only strives to remain stationary.

The whole selling plan of the baking business is wrong, and this leads us up to the most important factor of all associated with the sale of bread—the dealer.

The solution of the dealer problem will carry with it the solving of the whole selling plan. There is no use for me to take any time describing the dealer to you. You all know him. You know his attitude toward bread, especially your bread, for which you are getting the full wholesale price—for I assume that none of you are so unfortunate as to be price-cutters.

EDUCATING THE GROCER

What have you ever done to change the opinion of the dealer regarding the bread business? You will no doubt say that you are constantly trying to make the dealer see the bread business in its true light and realize its importance. But how are you doing it? Through the men who drive your wagons whom you call salesmen? What do they know about scientific selling methods, profit percentages and the turnover of stock. Of the rules and laws of merchandising? What training have they had as salesmen, and how much time have they got to practice salesmanship, admitting that they are capable? Starting to work at an ungodly hour in the morning, they rush over their route

*An address delivered at the Tri-State Convention.

in order to make their stops on time and serve their customers properly under conditions that permit of no display of salesmanship. What does the grocer think of your salesmen? He calls them drivers and laughs when you call them salesmen. With this opinion held by the dealer, you will appreciate how absurd it is for you to undertake to educate him with a man whom he considers an inferior.

Do not misunderstand me. Your driver may be in every way qualified for this educational work. Intellectually and otherwise he may be the superior of the grocer he serves; but that does not matter; it is what the grocer thinks of him and his occupation that counts when it comes to educating him on the subject of bread salesmanship and not what you think of him.

To educate the grocer you must send a man to him who is a real salesman, one who is thoroughly versed in the art—a man who can talk and who has the time to talk at a time that best suits the grocer's convenience. One who knows all about merchandising as applied to the grocery business. A man who is competent to put new ideas and new selling methods in the mind of the grocer and wholly change his preconceived and erroneous ideas concerning the bread business. Not one grocer in a hundred realizes what the bread business means to him in the way of profits and opportunity, and a few words at this time on the subject of profits and opportunity will not be out of place.

First as to profits. There is no line handled by the grocer upon which he makes so large an annual profit upon his original investment as he does on bread. It can truly be said of bread that it is the goose that lays the grocer's golden egg. And yet how often have you heard grocers say that there is no money in their bread business and that they would be glad to get rid of it.

The annual profits in any business are what count, and the annual profits in practically every line depend entirely upon the turnover of stock. That is to say: how many times a year can each dollar invested be turned back into cash with the profit added, reinvested and turned again? The dollar invested in bread is turned 312 times a year at 20 per cent. profit on each turn. This dollar earns exactly \$78 in the way of profits each year. How many grocers in your town do you think realize this, and what steps have you ever taken to enlighten them?

This same dollar turned twice a week at 20 per cent. earns \$26 each year. Quite a difference between \$26 and \$78—the one a twice a week turnover and the other a six times a week turnover.

A weekly turnover of this same dollar at 20 per cent. earns \$13 per year and turned once a month \$3 is the annual average grocer turns his stock about thirteen times a profit earned. Now when you come to consider that year you will realize how important the bread business is to him and how little he can afford to lose it. On this basis the grocer must have \$24 in stock upon which he makes a profit of 20 per cent. in order to make annually on a thirteen-time-a-year turnover what he makes on each dollar invested in bread.

INCREASED BREAD SALES HELP THE GROCER

Enough for profits. Let us see what the despised loaf of bread gives the grocer in the way of opportunity. It brings him into daily contact with his customers. This is a point the majority of grocers have never stopped to consider, and because of this they fail to appreciate what it means to them. If the grocers of the country can only be made to realize in a vague sort of way the opportunity they have through the sale of bread you would see the bread case come out of that dark corner in the store and occupy the most important position up front. The grocer himself would see to it that this case was kept clean and that the stock was attractively displayed instead of leaving this work to be done by the already overworked wagon driver. And another thing, the grocer would use more care in buying his bread. He would buy his bread the same as he buys his other goods. Quality alone would influence him in his selection of the bread he sells. It would be his ambition to give his customers

the very best bread his discriminating judgment could select for them, for he would know that the daily call for bread offered the chance for selling other goods. Bread affords the grocer, without cost to him and at a highly remunerative profit, the opportunity that the department store pays thousands to the newspapers for each year. It brings all of his customers to him daily, and still there are thousands of grocers who, because of their ignorance of the most simple and self-evident rules of merchandising, prefer to sell flour to their customers instead of bread. Flour, with its annual turnover of ten to twelve times a year, with a possible profit of \$2 to \$3 per year on the dollar invested, against bread, with its \$78 per year on each dollar invested.

Grocers generally simply do not know or understand this proposition. During the past year or two I have addressed numerous grocers' associations throughout the country, and have had an opportunity to discuss this subject thoroughly with a great many grocers at these meetings, and I have found that very few grocers really appreciated what the bread business meant to them. I have had grocers who attended these meetings, and whom I have met later on, tell me that they have tried out my suggestions, and I have yet to find a case where a grocer has not only succeeded in building up a much larger and more profitable bread business, but he has also increased his sales in other lines by taking advantage of the opportunities the sale of bread offered him through the daily contact it brought him into with his customers.

SALES FORCE MUST BE EDUCATED

You must educate your sales force and you must educate the grocers. You must have trained salesmen calling on the grocers in addition to your regular delivery men. These salesmen must be men who have got the time to talk and explain the importance of the bread business to the grocer. He must be the same sort of a man who is employed as a salesman in other lines calling on the grocery trade. A man whom the grocer will look up to as a salesman and not a driver. The baking business has become too large to permit its sales organization to remain entirely in the hands of men whose chief duty is to drive a horse or run a car and deliver bread.

* * *

Educational Advertising

The Smith Baking Company, of Kansas City, Mo., took great pains recently in an advertisement in the local newspapers to explain to the public the relation of various food-stuffs to the human body and the ratio of nourishment in each kind of food as compared to other foods of the same amount. The advertisement declared that a pound of meat contains 60 per cent. water and costs 25 cents, and that a pound of bread contains only 40 per cent. of water and costs five cents. This was in a box by itself but below was a chart of the different foods with the number of food units marked below each kind of food. The main feature of the "adv" was to convince the people to eat less meat and more bread.

* * *

Consumer's Directors Named

At the annual meeting of the stockholders of the Consumer's Biscuit company held July 19, in the rooms at the factory, 527-37 South Peters street, the following directors were chosen:

George Long, J. P. Miradona, J. S. LeBlanc, Peter Torre, Emile Schlingkamp, C. H. Osterberger, Eugene F. Lyons, J. H. Burns and W. Miles Ryan.

* * *

Bakery Scores 99 Per Cent.

In a recent examination made by the Health Inspector of Duluth, Minn., the Zinsmaster-Smith Bread Co. scored 99 per cent. as to cleanliness and sanitation. This was the highest mark attained by any baker in this examination.

Advertising as Viewed by the Consumer

By Dr. Edward N. Calisch*

It is an honor, as well as a great pleasure to address a convention of bakers, for the reason that in the last analysis you are, one might say, the most important people in all the industrial world. We may be able to get along without a very great many of the wonderful conveniences, comforts and luxuries which modern life has given us. But we cannot get along without "The Staff of Life." In very truth we lean upon it and were it to fail us we would utterly collapse. The popular phrase couples "the butcher, the baker and the candle-stick maker." Many of the countries of Europe to-day are learning to do without meat. The greatest of them have turned their clocks forward so as to do with less artificial light. But they cannot do without bread. Whether it be made from wheat or rye, corn or even the lowly potato, flour they must have and the man who converts this flour into edible and sustaining form is the very Atlas who holds the world upon his shoulders. Owen Meredith expresses this clearly in his well known lines:

"We may live without poetry, music and art;

We may live without conscience, and live without heart;

We may live without friends; we may live without books;

But civilized man cannot live without cooks.

He may live without books—what is knowledge but grieving?

He may live without hope—what is hope but deceiving?

He may live without love—what is passion but pining?

But where is the man who can live without dining?"

BREAD ADVERTISEMENT MUST BE ATTRACTIVE

In view, therefore, of the indispensable quality of your output it is deeply important that the merits of it should be placed properly before the public. I don't pretend to be an expert in the art of advertising, but I am going to presume to lay before you the impressions, which as a reader of advertisements, I gather from the presentation of the various products that bid for public patronage. It is more than probable that I am saying things that have been said to you before, but I trust that if my presentation of them be not new or attractive the importance of the topics themselves will justify their being given to you.

In the first place an advertisement which seeks to attract the possible consumer must be in itself attractive. It must appeal to the eye first and then to the mind. Personally I prefer an advertisement that is spacious, meaning not necessarily that it shall so much occupy great space, as that the printed matter shall not occupy too large a proportion of whatever space is utilized. A crowded advertisement is like a room crowded with furniture. It may represent the ability of the owner to buy things, but it is a reflection on his taste and his breeding. A single word or a single phrase, with plenty of white space, is of far more effect than a hundred words occupying the same space. Consider the intense and widespread interest that was aroused when the first advertisements of "Uneda" appeared, a single word and nothing more. As a broad white mat around a picture sets it off to advantage, so a wide white margin is very helpful to an advertisement.

Similarly in the manner of illustration, the first consideration must be that of good taste. Your advertisement writer may speak of efficiency but good taste in itself is the highest form of efficiency. It means self-control, the proper proportion of all elements and the harmonious adjustment of conditions. An illustration that offends good taste is more likely to hurt than to help. As an example I remember that some time ago there used to be a picture in advertisements of a certain tonic for children. This tonic claimed to be so good that it made children "fat as pigs" and in illustration thereof it gave a picture of two very fat beings, with the bodies of pigs and the faces

of children. Now this tonic no doubt was an admirable thing but every time I saw this picture, it revolted me and I have no doubt that the average reader had the same feeling that I did. While the average parent no doubt wants his child to be healthy and robust, the idea of his child being a pig wallowing in the mire, does not commend itself.

Likewise there was a tendency at one time to attract the eye of men by pictures that were suggestive and indecent. While possibly this sort of thing may appeal to a certain clientele, it is bound in the long run to defeat its own purpose and to antagonize decent and clean-minded people, who, after all, are in the vast majority.

In addition to the appeal to the eye that should be in good taste and attractive style, the reading matter should have a similar quality. Bombast, hyperbole, false and exaggerated claims are no longer effective in convincing the average reader of superiority of the article which they set forth. Truth never needs any emphasis. The superlative degree is in itself a sign of weakness. The merchant whose claims for his merchandise are set forth in extravagant terms reminds one of Shakespeare's adage that "he doth protest too much." This too great protest weakens the confidence of the reader in the sincerity of the writer and in the value of his goods. Once this confidence is weakened the advertiser has lost far more than he can ever gain by whatever thunderous iteration he may give forth.

This brings me to a consideration of what is perhaps the most important element in the relation between an advertiser and the reader whom he wishes to make a possible purchaser. It is far more important for a merchant to build for a permanent and stable business than for any immediate advantage, however great this latter might be. There will always be a reaction after the spell of hysteria is over. There is only one basis upon which this confidence can be established and maintained and that is upon the basis of truth. One of the best signs of the times is the present tendency to demand truth in the statements of advertised wares. The association of Advertising Clubs has adopted truth as its slogan. It could do nothing better for itself and for its clients. The movement on the part of newspapers and the Advertising Club to bring to book merchants who make use of false and fraudulent statements, is the best thing that the modern business world knows. The popular phrase is that "it pays to advertise." I would amend this by adding that "it pays to advertise truthfully" and, that it pays only when you advertise truthfully. False and misleading advertising is just so much money thrown away. There is a Talmudic maxim that says that "Truth is the seal of God." It is a seal that should be used to sign every advertisement that is put forth to the public.

ADVERTISING MUST ALSO SELL

Truth has a certain compelling power that the most clever and specious imitation thereof can not command. We often say that a statement rings true, or that another does not, not from any specific inaccuracy that may be detected in the statement, but simply because we feel that one is honest and the other is not. It reminds me of what used to be said about Cicero and Demosthenes. Both were brilliant orators. When Cicero finished speaking the people said "That was a fine speech, he is a great orator." When Demosthenes finished, they said, "Come, let's do it." Thus in advertising. Don't let the art of it overshadow the purpose of it. Don't put it so that the reader will say "that's a pretty fine ad." Rather have him say, "Guess I'll buy that thing."

Now these observations that apply to all advertising in general apply most specifically and pertinently to your advertising. I started out by saying that in the last analysis you are the most important people in the industrial world. Upon the purity

*Read at the Potomac States' Convention.

and wholesomeness of your product depend the health and strength, the very life of the nation itself. Napoleon said, "An army marches on its stomach," to which I might add, "a nation also."

It has been found necessary in all the big cities to have milk inspection, meat inspection, inspection of markets, even a nation-wide oversight of drugs and medicines. The regulations in regard to the manufacture of your product have likewise to do with the cleanliness of those who engage in it and the sanitary conditions of the places wherein it is manufactured. It will be to your great credit and, I will add, to your increased profit, when you not only voluntarily conform to these regulations but so far exceed them that they shall become unnecessary.

Let the public know what you are making, how you are making it, the conditions under which you are making it and under which you are delivering it to them. No person or business that is honest and just in its methods has ever suffered from publicity. The days of dark and dismal cellar bakeries are over. The day has come when clean, light, sanitary and commodious establishments are those which command the attention and confidence of the public. This is the sort of thing that you want to use in your advertisement. Not merely as the basis for your appeal but as the very spirit of your advertisement in itself. Your very language should be clean, open, and well ventilated, that the winds of truth will blow through unrestricted and the bright sunshine of honesty in product, weight, and measure should light up every corner of your activities.

In conclusion I will, with your consent, assume for a moment the preacher's garb, and give you an earnest thought. You are in a way co-workers with God in the performance of that daily miracle, the sustaining of life. The lowliest laborers among you are partners in the divine economy. Let this thought be with you as you transform the divine gift into shape for human help. I am reminded of the phrase "bread and salt," the expression of oriental hospitality—which, whatever we may think of the orientals, is none the less a glorious and beautiful virtue among them. It means that bread is the token of the divine presence, and that he who breaks bread with you is under the unassailable protection of your house, even though he be your bitterest enemy. All your customers break bread with you. They too should be under the protection of the best that is in you of service, remembering that—

"Back of the loaf is the snowy flour,
Back of the flour, the mill,
Back of the mill is the wheat and the shower,
And the sun and the Father's will."

* * *

Trade Getters

Copyright, 1916, by Frank Farrington
VI.

By Frank Farrington*

67. Unknown Discount

Advertise a Secret Discount Sale and make it plain that everything is to be sold at its regular price and paid for in cash, whereupon a rebate slip will be delivered to the customer along with the goods, the slip being sealed up in an envelope and attached to the goods at the time the sale prices are fixed. Upon receiving the envelope the customer opens it and presents the rebate slip and gets back a portion of her money. Special effort is made to give good values so that the expectations of the people who buy will not be disappointed. Of course, this is a direct appeal to the gambling instinct which we all possess. Whether the dealer offers to guarantee to every purchaser satisfaction with the net price or not is a matter for individual judgment.

68. Boys' Business Contest

In order to provide a contest for the boys, you can offer prizes to the boys submitting the best drawn up set of business papers, the set to include a check, a receipt, a bill or invoice and a short business letter. The prizes would naturally be awarded

with regard to accuracy, penmanship and understanding of the principles involved, and some well known and unprejudiced business man can act as judge. The papers submitted may be exhibited after the contest in a show window with the contestants' names on them, each set mounted on a large card.

69. Heart to Heart Advertising

A catchy circular can be made on the following plan. Get up a folder with a large red heart printed on the front page under the heading, "Heart to Heart Talks," or the circular may be cut out in the shape of a heart, having a cover in red paper. Inside heart ornaments may be printed in the corners of the page or a large heart outlined in light ink, about the size of the page but not showing plainly enough to interfere with easy reading of the printed matter superimposed upon it. This form of an advertisement in a small size should prove an effective way of telling the public on your mailing list about the policy and the methods of the store, its treatment of customers, etc.

70. Making Friends of the Farmers

The best way to do this work is for the various merchants to combine in whatever plans are to be carried out. One successful method is the following. Let a date be set as a "Get-together Day" or a "Farmers' and Merchants' Day," when the business people and the farmers are to hold a big picnic and festival, business being eliminated for the day. Then a week or less before the event, let automobile parties of business people visit all the farmers within a given radius and invite them and their families by a personal invitation to attend the celebration. There is no form of advertising and no form of printed invitation that will interest people like a personal appeal. When the farmers are actually seen and told about the idea, they can be given some of the enthusiasm the business folks feel about it, and if the celebration itself were never held at all after giving out the invitations, if some great holocaust prevented it, the business men would still be tremendously ahead simply because of their personal visits to the farmers. In this connection it may be said that the merchants of a town can make it very profitable to visit the farmers just for the sake of getting better acquainted with them. If they would tell the farmers through the newspapers that a certain day would be visiting day and that on that day every farmer within so many miles would be called upon in just a friendly way by some of the business men of his town, and if on that day the business men would divide up into automobile parties of three to five and call on every farm house and cottage, on every out of town family within the radius mentioned, stopping ten or fifteen minutes in a place, that would prove a red letter event in the lives of those business men and it would go a long way toward bridging the gap that exists in too many communications between the village merchants, the city storekeepers, and their rural patrons.

71. Free Samples

The giving of samples has become a standard way of introducing many kinds of new goods. Where this is done in the store, it is often done by placing the samples inside the package of the customer, or by handing to that customer as he or she leaves. A better way is to have someone stand at the door with a tray of the samples and see that each person who comes in receives one on entering. This gives that person time to consider the sample while in the store where the goods are sold where there are people to answer any questions regarding its use. It makes it possible to instruct the salespeople to inquire of the customer about the sample, asking if one was received and what the impression of it is. It makes it easy to introduce a selling talk on the subject, when otherwise it might be a little forced, or it might be hard work to get at the subject comfortably and naturally. Give out the samples to the person coming in and give them out with such wrapping on them as will make it likely that they will not be opened before leaving. It is better to leave the goods unwrapped, even if a wrapping is needed to carry the thing home. The sample distributor can simply say, "If you will hand that to any clerk it will be wrapped for you."

In The Workshop with the Op-erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

Modern Cake Baking Especially In Reference To Package Cakes

By Joseph P. Bachman, of The Fleischmann Co.*

THE making of cake is an important branch of the baker's work and it is one of the branches that has been very much neglected. It is only within recent years that the baker gave some thought to this profitable line of his business. Development of the package cake business in the United States during the last five years has been rapid. Especially is this true here in the East, New York, Boston, and many other cities have all consumed these cakes in very large quantities. In the making of these cakes physical and chemical principles enter into its every process.

The various operations through which the cake passes from the time that the eggs are being beaten until baked are very numerous. Some bakers of cake have the idea that cake making is merely mixing of ingredients. The art of cake making is to know how to wrap air and make bubbles scientifically from the ingredients that are used. The difference between a bold and a pinched cake is air cells. What a difference there is in a cake that has been badly handled or imperfectly aerated and one that has been built up with skill and forethought.

Most of you are acquainted with a number of cakes. Each of these vary in texture and lightness, which gives the cake a distinctive character. To make these cakes of uniform quality the mixing must be carefully done, the ingredients must balance and be of even temperature to insure even expansion of all the particles. Therefore the closer all these conditions are followed out, the better will be the results.

Where good cake is required the baker should use only the best ingredients, such as flour, butter, sugar and eggs. The butter should have plenty of body and be free from water and salt as much as possible. There are other fats that are suitable for these cakes and may be obtained from the firms who make a specialty of butter substitutes. One quality essential in such substitutes is that they be neutral with regard to odor and taste. Some of these substitutes give very good results by mixing half butter and half of the neutral fat.

Before proceeding it becomes necessary to say something about the latest idea in cake making, which is now being fairly well adopted by the smaller bakers. By this I do not mean to say that it has been just invented or adopted. The method that I will describe has been in use in the larger factories, but the smaller baker has just begun to take notice of it and is rapidly spreading. The usual method followed by the bakers was to cream all the sugar with the butter or other fats. To this was added the eggs, a little at a time. Under the present method part of the sugar is beaten with the butter or other fats, the salt if any, is used, flavor and coloring is also beaten into dispersed batter.

In the meantime the eggs and the balance of the sugar

are whisked together in the egg beater until good and light. When ready this sugar and egg batter is slowly added to the butter and sugar batter. At this point the mixer should be on a slow speed so that the two batters are only to be mixed and not beaten in any way. The object is to preserve as many of the air cells as possible so as to render the lightening of the cake as complete as possible during baking. To this is added the milk or milk solution while the mixer is still in motion and allowed to run for about one minute when the mixer should be shut off and the arms and the sides of the mixer should be scraped down.

The sifted flour is then drawn in to which the baking powder has been added. The mixer is then started on slow speed and allowed to mix until perfectly smooth. The dough is then weighed out and baked in a good solid heated oven. The temperature of the oven should be about 400 deg. F. The tins in which the cake is baked should be lined with wood about $\frac{1}{2}$ in. thick. The bottom should be covered with paste board or a thin asbestos sheet. The wooden lining will keep the cakes from drying. This cake will also rise more even during baking. The paste board should be removed when found that it is getting greasy. It is advisable that the oven be blocked with logs on the side and the back of the oven. This will prevent the cakes from burning on the side. It will also prevent the cakes from cracking.

I have made a mention that a temperature of 400 deg. F. is a good oven to bake in. You will understand that this does not mean all ovens, while 400 deg. F. may be considered a good, sound oven, in one case another oven will produce the same results at 375 deg. or 425 deg.

The baking is more important than most bakers imagine. If this principle is thoroughly understood there will be less complaints about the cakes drying out so quickly. There are a number of other complaints and faults that will require explanation. The first is:

Toughening of the Dough. This is very often caused by adding milk or other liquids after the flour has been half mixed in the batter. I wish to emphasize very strongly that the whole liquid to be used should be added just before the flour, otherwise, there will be a comparatively tough dough with which it is afterwards very hard to mix the milk, thus producing excessive toughness.

Thick Crusts. A thick crust where a very rich cake is made is caused by being over-baked in a very hot oven. In the cakes less rich it is caused by over-baking in a cool oven. The interior of such a cake will lose its fine color.

Hard Cracks. This is caused by the heat of the oven forming a crust before the inside has finished; aerating then as the interior gas expands, it cracks the crust to escape. This cracking spoils the appearance of the cake and when cut it will generally be found to be close and heavy in texture. To

*Paper Read at the New York State Convention.

guard against this it is necessary to bake them at the proper temperature.

Cakes That Sink. If an excessive amount of fat and sugar be used in any mixture, it will give a crust which will appear as though the cakes were baked. In this case the mixture will not bake in the centre but only forms a kind of a syrup in the oven and the cake sinks in the centre. A cake made under such a condition will have a thick, shiny crust. The inside of the cake will be heavy, having the appearance of a pudding. This, of course, is not the only cause for cakes dropping. If a cake be made too light by using too much baking powder and insufficient flour, this will also cause it to drop in the centre. Another frequent cause is the moving of cakes while in the oven before the mixture has properly set or if drawn out before the cake is thoroughly baked.

The Curdling of Batter. It sometimes happens that your batter curdles. The texture of such a cake will not be as even as if curdling had not taken place. This fault is often caused by adding the eggs too quickly or the butter may contain too much water. This forms a syrup with the sugar and after a certain quantity of eggs has been added, the batter will slip and slide about and will not mix or blend with the other ingredients.

After going over the causes of faulty cake and giving you an explanation how to overcome these faults, it must not be supposed that the whole art of cake making is a very easy one. I wish to lay great stress on the fact that a great deal of practice is required before one can become a successful cake baker. It is not so much in the formula as in the proper manipulation of the same, observing proper temperatures, using modern machines for mixing, without which it is almost impossible to produce the proper kind of cake.

I am oftentimes asked why glycerine is used in cake baking. I wish to say that glycerine, when pure, is a colorless, odorless and thick, syrupy liquid, having a sweet taste and boiling at a temperature of 290 deg. c. g. If exposed to the air glycerine increases in volume owing to its affinity for water and moisture. When used in smaller quantities in cakes, the result is that drying is very much retarded and the cake remains soft and fresh for a considerable time. With the price

of glycerine going up, I am inclined to believe that very little of it is used. Personally I do not believe it to be a necessary article to good cake making.

TEMPERATURE AN IMPORTANT FACTOR

In following me through my talk you probably have noticed that I lay great stress on the temperature of the doughs. This necessitates the use of a thermometer. A baker without a thermometer is like a captain of a boat without a compass. I know that many of the bakers will say, "I wonder what next? First we are told to use a thermometer for bread doughs and here comes another thermometer crank for cake doughs." But let me tell you that a thermometer is just as important for cake doughs as it is for bread doughs. We cannot do things by the rule of thumb if we are to progress, so it is up to the State Association of Master Bakers of this Empire State to bring into your circle the rule of thumb man who goes only by the facts that he knows. These he judges by what he sees, hears, tastes, feels and smells but he sees nothing in anything that does not appeal to experience as he knows it. In business we find him the baker who hires an expert to tell him something of new cake or bread but wants him to make it his way. Such a baker is like a farmer who plants by the moon and reaps by the grace of God.

It is up to you to enlarge the visions of this man before it becomes ingrown. As a type, he is lacking in imagination and therefore complains because the talks and articles in the trade papers are not to his liking. He lacks the power to adopt because he can only imitate. Imitation works in a circle repeating old errors until they become enwrapped in the winding sheet of sacred tradition as grandma's remedies and grandpa's policies so that when you are told that a thermometer must be used to gauge temperature and machines are an absolute necessity, don't say that you have made good cake without them as these were good sometimes and sometimes not.

To-day the housewife expects a good and uniform cake day in and day out and since you expect a good and uniform dime each and every sale, it is up to you to give the housewife the uniform product that she is looking for.

Odds and Ends of the Baking Industry

By F. C. Stadelhofer, St. Louis, Mo.*

A GAIN you have lined up in order to lay your plans for the battle against your one and only enemy: The woman who does her own bread baking at home.



F. C. STADELHOFER

Whatever the commercial weapons to conduct this fight may be, one thing is clear—you must have the product in your daily bread which convinces this woman that she cannot compete with your bread in quality, nutrition, value, economy and cleanliness.

Starting from primitive ways of preparing grain between stones for making bread, the professional bakery did not develop as rapidly as other industries. It was first necessary to prepare the raw materials for a systematic way to make bread. When, however, the flour millers and the yeast makers gave you their products, made on a scientific basis; when other interested manufacturers studied the means and ways for improvement of bread, the period of "Good or Bad Luck" disappeared and made way for a new industry—the modern bake shop.

However, you have not all yet reached your goal. While you have learned your trade and while all of you know the mechanical part of bread making, you are not yet full masters of the situation, because you must still rely upon what is given you by manufacturers, good or bad, right or wrong.

Not the manufacturer, but *you* must be the expert judge of your raw materials. You must acquire the knowledge to enable you to tell beforehand what bread derives from your dough. If you have not this knowledge, you are no better off than the woman who says: "I had good or bad luck to-day with my baking."

What you must know are the chemical technical principles underlying the composition of raw materials and their application to the mutual up-build of dough. You must have one thing in common: A uniform loaf of bread day in and day out with which you feed the world.

FACTORS ESSENTIAL TO HEALTHY BREAD

The essential factors to produce a healthy bread are principally: Flour, yeast, water, salt and some fermenting agent—some sugar form.

Your first lesson will be to study the elements of these materials and their action in combination. Your second lesson will be to find whether these materials react alkaline or acid. These will be the rules by which you can tell beforehand what sort of bread your materials will produce.

*Read at the Trans-Mississippi Convention.

Remember, acid retards moisture, alkaline dries out. It goes to show, therefore, that your final dough should be slightly acid. When you find doughs re-acting alkaline and you want them to re-act slightly acid, agents such as vinegar should not be used. You have ways and means of substituting certain principal materials by better and more suitable products. In the first place, take a pure diastatic malt extract for instance, which reacts acid similar to yeast, containing "acid proteids," which may be compared with the yolk of an egg, also re-acting sour and therefore keeping baking products moist. Milk also is a great help, provided it is fresh, as it contains just the sort of acid necessary for a sound fermentation—"Lactic acid."

During fermentation, you develop besides alcohol, carbonic gases. These plus water, plus salt, however, form carbonated soda plus hydrochloric acid, the same acid contained in the human system. This will show you why besides taste derived from salt, you should use clean salt and as much of it as possible. Salt will also help you to build up the gluten and therefore create stability. Use therefore as much as possible, taking, however, the condition of water into consideration.

If the water at your disposal is hard and you experience trouble with your fermentation, such as your dough becoming sticky during the ordinary time of fermentation, it is a sign that it contains too much alkaline matters deterrent to the action of the yeast, and it should be abandoned or analysed to show you how to use it.

The flours this year were giving the bakers more or less trouble. Last August, when Kansas wheat was first ground and used direct from the mills, hopes ran high, as the results were splendid. Color, expansion, taste and general appearance of the finished product were good. True, it was an accepted fact that the new flour contained an unusual amount of moisture, which, however, was overcome by mixing the doughs a little stiffer.

The only apparent trouble seemed to be the fact, that the miller was hardly able to fill the orders. This was due to the fact that he was only able to grind about 75 per cent. of his usual capacity, due, no doubt, to the excessive moisture.

TOO MUCH MOISTURE IN NEW FLOUR

The trade in general was out of old flour and everybody was eager to get the good new flour. We had not as yet heard much about the Northern hard wheat, except that it too had too much rain.

September rolled around and then the trouble started. Samples of flour, which had been tested three or four weeks before, differed materially. Changes had taken place, which threw the bakers off the track and even stumped the chemists. Trouble reigned all over the country. The best bakers asked themselves: "Do I know my business or do I not know it?"

Naturally the blame was thrown on the miller, who as a matter of fact had nothing to do with it. He gave you the best that could be produced out of the wheat, and I dare say that he had as many sleepless nights over his troubles as you had, if not more.

The reports on the Northern flours also became discouraging. They lacked in gluten and the general complaint was insufficient expansion and hard crust. Flours of the highest quality, which were always accepted as the acme of perfection, were no exception.

October passed and matters became, if anything, more tangled. In addition to all this trouble, complaints started about taste and smell.

I got letters from every part of the country asking how to overcome various troubles. The nature of these inquiries showed me plainly enough that to look for the solution of the trouble along the old lines was a waste of time.

The quantity of soluble albuminoids is far greater this year than usual, and most bakers tried to get more age to their doughs by increased temperature, which produced exactly the opposite from the results desired, namely, a slackening of the doughs towards the end of the fermenting period.

A cool temperature and an additional increase of salt will help to build up these albuminoids and give your doughs the desired stability.

During one of my demonstrations the latter part of November, I was up against a musty flour, and while a material increase of salt did not overcome this altogether, it helped wonderfully. But what impressed me most that time was the increase of carbon dioxide in the dough in the same fermenting period as we gave the other doughs and the increased stability.

WORKING A MOIST FLOUR

While it is not possible to set down a strict set of rules, I recommend the following suggestions:

1. Cooler temperature and increase of yeast.
2. Increase of salt.
3. Concentration of fermentation by taking off one-half hour on first punch; others in proportion.
4. Run doughs a trifle stiffer.
5. When sponge doughs are used, lift on $\frac{1}{2}$ for sponge and $\frac{1}{4}$ for dough. Shorten time for sponge. Give dough full proof on first rise, punch; let rise 15 minutes; make up. Sponge should be well mixed for best results and using not less than 12 lbs. of flour to a gallon of water. Break down sponge thoroughly before making dough.
6. Do not give loaves too much steam during proof. Bake off short to medium proof.
7. In case of trouble when one grade of flour is used, use a blend.
8. Flour should be aerated.

It has been the aim of your National Association to fight unjust legislation in every way, as for instance, the repeal of the mixed flour law. It is certainly to be hoped that this will bear good fruit and that the bakers in general will not lend themselves to any commercial scheme, which is apt to give our press new levers to attack the baking industry, for whose purity the National and every State association have fought so long and earnestly. Fortunately the great majority of men connected with the allied trades of the baking industry, are men who put themselves above the dollar, and are always in the trenches, fighting for the uplift and betterment of the trade.

The fundamental principles of bread baking have not changed much. Only time and science have aided in enabling us to obtain more accurate results. By all means encourage science in helping you to improve these, but above all guard the reputation it has taken you so long to establish.

After all we have really no right to complain about trouble when we consider the predicament of our brother bakers of Europe. May God protect us from a like experience and speed the day when they too will come back to their own.

* * *

Will Not Require Wrapping of Bread

The municipal authorities of Sacramento, Cal., have held up the proposed ordinance requiring the wrapping of bread, owing to the claim made by bakers that wrapping paper cannot be secured at this time.

* * *

Trying to Prohibit Cellar Bakeries in Boston

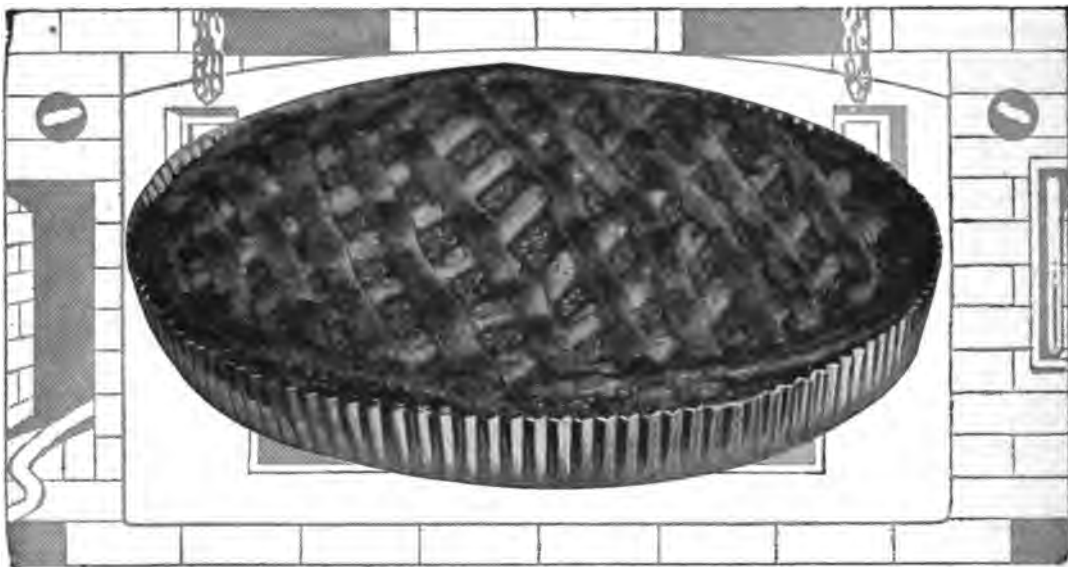
The Boston Health Department is urging the enactment of a municipal ordinance prohibiting the use of basements for bakeries in that city. Deputy Commissioner Muldowney, in charge of the food division of the Health Department says: "The department has had more trouble with bakeries than with any other place where food is prepared. In the so-called basement bakeries the worst conditions have been found and in the opinion of the department a law should be enacted to prohibit the use of basements for bakeries."

Every Month More Bakers Are Using

Libby's Crushed or Grated Hawaiian Pineapple

THESE bakers are now making Pineapple pies with an extra delicious flavor—the pies that get the extra nickel. They are baking pies made with Libby's famous Hawaiian Pineapple—pies the public have eaten and found well worth the price.

Get our free book of Pineapple recipes



Libby, McNeill & Libby - Chicago

Write for Mince Meat quotations today.

Fermenting Period—First rising 3 hours; second rising 1 hour; third rising $\frac{1}{2}$ hour; after another half hour to be scalded and worked up.

Best Method for Greasing Pans

Kindly publish in your next issue the best method for greasing pans and what grease to use. Is cottonseed oil or cooking oil good for greasing pans? Do you know of any good grease?
—T. C., PA.

ANSWER

You don't say what kind of pans you mean. If you want to grease bread pans, an oiled woolen rag or cotton is good and the most practical thing for it, but for cake pans the best grease is compound lard applied with a brush. Any compound lard is good for greasing pans, but of course, it must be tasteless.

Bran Bread

Will you kindly send us a good recipe for making Bran Bread.—T. M. C., N. Y.

ANSWER

A mixture for a little batch is:

3 lbs. strong flour	$\frac{1}{4}$ pt. molasses
1½ lbs. bran	1¼ qts. water
1 oz. salt	1 oz. yeast

Make dough and let it raise. As soon as it starts to drop work 'up. Molasses can be left out and substituted by 2 oz. sugar.

Volatile and Volatile Salts

In the book, "Cakes and How to Make Them," which I recently purchased from you, I notice that numerous recipes call for volatile and in some places volatile salts. If there is any way of your answering as to what substance this is, and where it can be obtained, I should be greatly obliged.—F. S., NORTH CAROLINA.

ANSWER

If you will use powdered or rock ammonia in the formulas calling for volatile or volatile salts, we believe you will follow the specifications of the recipes.

Figuring the Selling Price of a Specialty

I intend making a few special cakes and would like to know the best method of estimating the selling price.—N. P. (CONN.)

ANSWER

Take the regular expenses of your business and arrange them in the following order:

Material	\$5,000.00
Labor	2,000.00
Rent	500.00
Other expenses	1,000.00
Personal drawings	500.00
Profit	1,000.00

Sales\$10,000.00

If your figures are like the above and you use the raw material as a base (100 per cent.), your labor is 40 per cent. and your other expense (rent, expense, personal drawings and profit) is 60 per cent. Figure the amount of material required for a certain quantity of baked goods, making allowance for spoiled and stale goods. Add to this the cost of labor (40 per cent. of the material) and the other expenses, (60 per cent. of the material). Be careful that you do not figure the expense percentage on the basis of the sales, and then add this amount to the raw material.

In the example given, the labor and expense amount to \$5,000, or 50 per cent. of the sales. If 50 per cent. had been added to the cost of the merchandise used the total sales would have been \$7,500, with a resultant loss of \$1,500.00.

* * *

Gets Big Bread Contract

We are informed that Bernard Schmidt, Harrisburg's big baker, has been awarded the contract for supplying bread to the National Guard at Mt. Gretna, Pa. It is understood that the amount of bread consumed at the Pennsylvania encampment will total very nearly a carload per day.

Corby Buys Out Havenner Baking Co.

The plant, real estate and good will of the Havenner Baking Co., the 101-year-old baking concern of Washington, D. C., have been sold to the Corby Baking Co., Washington's largest bakers. The Havenner Co. had 27,676 square feet on the north side of C. Street, N. W., between 4½ and 6th, and 9,611 square feet on the south side of the same street. The ground is assessed at \$35,015, and the improvements at approximately \$49,000. The bread making department is capable of turning out 60,000 loaves per 24-hour day, while the cake and cracker department uses 250 barrels of flour weekly. This is the only cracker-making plant in the District of Columbia.

The Corby Baking Co. owns a plant located on 63,358 square feet of ground which with improvements, is assessed at about \$148,000. The capital stock of the Corby Baking Co., is \$850,000. It is proposed to capitalize the corporation, in the consolidation of the business and properties, at about \$1,500,000, but the Havenner plant will be continued under its present name. We understand that the Corby interests will add certain new machinery to the Havenner equipment in the near future.

* * *

Army Bread Contract Held Up

Formal protest against the conditioned award made to the Klotz bakery to supply hard bread to the War Department for use on the border, has been filed by the Merchants and Manufacturers' Bureau, Allen H. Borden, general manager. The local baking concern, it is declared, submitted the best samples and proved beyond doubt that the hard bread can be shipped in a more satisfactory manner and with greater dispatch from New Orleans than any other point.

But the army headquarters at St. Louis insists that the hard bread be packed in cartons made in St. Louis, which would place the local manufacturer at a decided disadvantage because of delay that would be occasioned by the carton makers in St. Louis to supply the local baker.

The fight of the Merchants' and Manufacturers' Bureau will be backed by the Association of Commerce and the Board of Trade.

* * *

New Association Organized

As a protection against that class of people who run up a bill at one bakery or grocery store and then start an account at another without paying the first, the bakers and grocers of Topeka, Kansas, formed a co-operative union against all creditors recently when they announced in the local newspaper that all people owing money to any grocer or baker could not get credit from any other merchant.

* * *

Raise Prices in Peekskill, N. Y.

The master bakers of Peekskill, N. Y., have decided to increase the price of buns, rolls, doughnuts, etc., so that the price is now one cent each, for purchases singly or in bulk. The increase became effective July 1.

* * *

Fink-Kennedy Co. Moves to Larger Quarters

The owners of Wunderbar Rye and Farwell Hom-aid Breads have taken large and spacious offices in the Woolworth Bldg. (rooms 717-719) New York, N. Y.

* * *

Recent Dividends

The following bakery concerns have declared quarterly dividends, which were paid to stockholders on July 1: Ward Baking Co. (preferred) 1¼ per cent.; Kolb Bakery Co., (preferred) 1¼ per cent.; General Baking Co., (preferred) 1 per cent.

THE BAKERIES OF AMERICA

Personal Visits and Inspections of Machine Shops by a Practical Baker

New Haven, Conn

(Concluded)

S. S. Thompson Co., 149 York St.—Whenever I arrive in a new city it is my custom to be on watch for the first bakery wagon that passes. It seemed like a coincidence that the first 3 which passed me when I reached New Haven all bore the sign of the S. S. Thompson Co. The impression that one receives from the appearance of these wagons is usually a fair gauge of how one will be impressed by the establishment owning the wagons, which also proved true in this case. The S. S. Thompson Co.'s wagons are up-to-date and well kept, which certainly also applies to the bake shops and offices of this company.

This is an old, reputable firm, founded in 1829; and it has steadily kept up with the times, adding one improvement after another, gaining in reputation and popularity through its honest methods, and increasing in business to such a degree that it has been necessary to enlarge the building several times, the last three additions being made in 1899, 1913 and 1915. The first addition, which is now the main building, is 30 x 80 ft., the second 15 x 35, and the last 30 x 40 ft. The whole is a four-story and basement building.

The top floor is devoted to flour storage; here is also the repair shop. In the flour storage room a Werner & Pfleiderer blending and sifting outfit is installed.

The third floor is also used for the storing of flour and has a capacity for six carloads. Each carload is kept separate and bears a number to facilitate its identification in order that the first carload received will be the first to be used and thus prevent the flour becoming deteriorated by age; for instance, when carload No. 5 has been consumed, the next to follow will be No. 6, etc. The bin to which the sifted flour is conveyed is also on the same floor.

The dough and wrapping rooms are on the second floor. In the dough room we find three Day mixers doing duty, one 5-bl. and one 4-bl. high-speed mixers and a common 3-bbl. dough mixer. The automatic flour and water scale above the mixers was furnished by the Werner & Pfleiderer Co. Eleven steel troughs, each of which is numbered to avoid any error, hold the mixed dough. The dough slides from the dough room through a chute into an automatic dough divider in the make-up room on the first floor. This make-up room is certainly a busy place and is equipped with the following machines: a Werner & Pfleiderer 4-pocket automatic dough divider, a Zeroh baller, a Thomson extension moulder, a Day revolving proofer, a Gottschalk pan cleaner and greaser and a roll divider. The proofing of the bread is done in a scientific proof-box invented by P. S. Thompson, the temperature in which is controlled automatically, and is equipped with a recording system, and a thermostat. The bread is baked in four Duhrkop ovens, fired from the rear. Mr. Thompson spoke very favorably of two Duhrkop ovens which were built in 1889 and which have been in continuous service since then. They have made arrangements to put in an automatic oven built by the Oven Equipment Co. of New Haven, which oven is in the style of a bucket proofer, heated by gas, and has a capacity of 1,500 loaves per hour.

The basement is devoted to the cake department and stock room. In the cake room we find a Day cake mixer and a Day egg clipper. The baking here is done in three old style brick ovens.

The S. S. Thompson Co. confines itself exclusively to wholesale trade. The daily output exceeds 12,000 loaves of bread and a large quantity of cake. Thirty-five people are employed here, and eight teams are kept running. Order and cleanliness reign supreme in this establishment.

Durham, N. C.

Star Bakery, Mallie J. Paschall, Prop., Durham, N. C.—The present bakery, a solid brick building, has been occupied by Mr. Paschall only about a year. However, this progressive gentle-



By Otto Werlin,

Editorial Associate BAKERS

REVIEW

man has been engaged in the baking business in Durham for the last eleven years. Starting on a small scale, he is working up rapidly to the front rank of the trade in this city. The shop of the bakery is in fine condition so far as sanitary and hygienic precautions are concerned. Business is steadily increasing and there is not a particle of thought in my mind that this bakery will be one of the finest in the State in a short time. At present four bakers are employed and three wagons are utilized. In the immaculately clean and well ventilated shop I found a Day dough mixer, a dough brake of the same make and a roll divider. The baking is done in two brick ovens of the old style. A steam boiler is attached to produce the necessary steam for ovens and proof boxes. For the mixing of the cakes an egg clipper is used. The storage room for flour has a capacity for two carloads. The present output is 1,100 loaves of bread and considerable amount of cookies. Sell only wholesale and do also a good shipping trade.

The Peerless Bakery, A. P. Poohl, Prop., Main St.—Mr. Poohl, a very amiable gentleman, is, as far as the retail trade is concerned, the master of the situation in Durham. He has been in business five years but only four months previous to my visit he moved his bakery to the present address. Right here I will mention that Mr. Poohl's is not only the finest bakery store in Durham, but I can also truly say, one of the finest in North and South Carolina as far as I could observe. It is one of those large, modern, double stores equipped with the last word in fixtures, show cases, etc., and filled up with a tempting line of goods. The shop is also an up-to-date affair, high, light and airy in one word an ideal in cleanliness and wholesomeness. It is equipped with a Read cake mixer and a dough mixer of the same make had just been ordered. The baking is done in a Hubbard oven. Everything is sold retail. Mr. Poohl and a baker do the baking. The main trade is cakes of superlative quality.

Greensboro, N. C.

Sterne's Washington Steam Bakery, Greensboro, N. C.—Yes, gentlemen, Mr. Sterne is a "rattling" good baker! A young man, 29 years old, who put the "act" in "action" as far as the progress in the baking trade in North Carolina is concerned. In March, 1915, he bought the bakery, which was one of those typical old-fashioned Southern bakeries. In less than a year he made a twentieth century shop out of it, and in another year the bak-



S. S. Thompson Co., New Haven, Conn.

ery will have twice its present size as Mr. Sterne told me that he will add another addition and build up another story. The present shop is equipped with a Dutchess 3-pocket automatic dough divider, a Zerah baller, a Thomson extension moulder, a Day dough brake, a Day 3-bbl. dough mixer, a Wolff sifting outfit, a roll divider, a Day egg clipper, and a Read cake machine. A Thomson tempering tank had just been ordered. The baking is done in two Geo. Smith ovens. One of the latest additions is a Temple-Hanna jitney bun machine. Jitney buns prove to be fine sellers, so Mr. Sterne informed me. That this gentleman believes in modern and scientific baking, may be illustrated by the fact that he uses a hygrometer as well as thermometer and dough thermometer. The flour storage is a little building in itself and has a capacity of three carloads of flour. An auto truck is used for bringing the flour from the depot. The loading and shipping facilities are also excellent. Mr. Sterne is shipping his baked goods to three States, North Carolina, South Carolina and Virginia. The firm's specials are "Simplee Fine" 10-cent loaf bread and package cakes and "Butter Nut" is the brand for 5-cent bread. Everything is sold wholesale. For the shipping of the bread 240 bread boxes are needed. At present six bakers are employed. Needless to say that every nook and corner of this bakery is spic and span and if anybody is out to find the cleanest and finest place where foodstuffs are produced in Greensboro (private and restaurant kitchens included), I must refer him to Mr. Sterne's bakery, and as for quality also Mr. Sterne's baked goods are hard to equal. At present they consume about ten bbls. of flour every day. Mr. Sterne has the writer's best wishes for continued success.



S. S. Thompson Co., New Haven, Conn.

Clegg Leonard, 358 Elm and 214 N. Elm Sts.—This gentleman owns two places, but I am sorry to say that he was not willing to give me any information. Think they have a dough mixer. The quality of the goods, especially the cakes, is not very high. Since Mr. Sterne "came to town," this gentleman has been having a hard time. He told me that himself. Employs about five bakers in both shops. Has two or three wagons out, and sells wholesale and retail.

♦ ♦ ♦

Charleston, S. C.

Henry Beckroge, 487 Meeting St.—Mr. Beckroge died about 10 months ago and his widow, a brave, energetic lady, is conducting the bakery now. It is really one of Charleston's spotless bakeries, and a look when entering the strikingly clean store will convince the visitor cleanliness and wholesomeness must also prevail in the shop. The business has been in the Beckroge family for 25 years and there is not a particle of doubt in my mind that under the supervision of the clever and energetic lady business will further expand. At present three bakers are employed and one wagon is out. Sell all retail. The goods are of highest quality, bread as well as cakes, and most effectively displayed in the store.

J. H. Beckroge & Sons, 307 King St.—Mr. Beckroge has been doing business on the same spot for 18 years and also owns the property where his bakery is located. Not so very long ago he remodelled the front of the building and his store, the largest bakery store in Charleston, is also one of the finest. A nice line of cakes and bread is sold but in the summer time an immense ice cream trade is cared for. Ice cream is also made by the enterprising firm. For the serving of ice cream one half of the large double-store is utilized. In the clean shop five bakers are employed. The shop is equipped with a Day dough mixer and an egg clipper. The baking is done in an old-

fashioned brick oven. One delivery wagon and one auto are out. Owing to the fine quality of goods produced, trade is steadily increasing. Consume about 20 bbls. of flour weekly.

D. A. Amme, 442 King St.—Charleston's oldest bakery. Mr. Amme could not recollect when it was founded—but his uncle bought it in 1851. For 24 years D. A. Amme has owned the bakery, including the valuable property. He employs six bakers. The shop, though old-fashioned, is clean and sanitary in every respect. It is equipped with a Triumph outfit, consisting of dough mixer and cake machine. The baking is done in three old-fashioned ovens; one of them was built in 1842. Sell wholesale, retail and do also a good shipping trade. Consume about thirty barrels of flour weekly. Mr. Amme's favorite brands are Pullman Bread, Bran Bread, Gluten Bread, Kosher Bread, Coffee Bread and Butter Cake. These specials enjoy great popularity in Charleston and vicinity.

Marjenhoff Baking Co., 151 Church St.—The name of Marjenhoff is well known in Charleston as it is an old established firm. However the new company was founded only about one and one half years ago after the death of Mr. Marjenhoff as the Marjenhoff Co. The president is Mrs. F. M. Castens, and under her energetic management the old Marjenhoff bakery is keeping mighty good step now with younger concerns of this kind. Mrs. Castens is always out to improve her shop and adopt modern business methods. A little talk with this keen business lady will convince anybody that she knows every detail of our trade from A to Z, and I am positive that bright days are coming for this old reliable concern under the capable management of this lady. The shop I found very nicely equipped with the following machines: A 3-pocket automatic Dutchess dough divider, a Zerah baller, a Zerah proof closet, a Thomson moulder, a Dutchess cottage bun divider, a roll divider, a dough brake, two Day mixers with flour and tempering device. One of the mixers is a high speed mixer of the latest type. The baking is done in three old-fashioned brick ovens. Ten bakers are employed and four wagons are out. Do mostly wholesale and shipping trade. The goods produced in this modern plant are first class. The officers of this company are as follows: Mrs. F. M. Castens, president and general manager; A. J. R. Marjenhoff, vice-president and C. L. M. Smith, secretary and treasurer.

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Bakers' and Millers' Technical Club

The regular meeting of the Bakers' and Millers' Technical Club, was held at the Bismarck Hotel, Chicago, on Monday, July 10th.

Professor W. O. Gordon, of the Siebel Institute of Technology, discussed at quite some length, the subject of "Vitamins in Wheat Flour" and presented some well-founded reasons why in his opinion too much criticism and publicity, has been given the subject, and he felt that the same did not merit the consideration thereby given by the milling and baking industry.

To insure a more correct conception of the subject, Professor Gordon presented a short history of the researches on nutritional deficiency diseases and discussed the conclusions that had been drawn in regard to the vitamic content of white flour.

This address was followed by one which, according to the interest manifested, appeared to be of great import to the members, and this was a paper on "Bakery Equipment and Arrangements", by Charles A. Paesch, who had based his remarks solely upon his own experience and as his shop is considered among the model ones, his remarks were followed very closely.

In fact Mr. Paesch extended the privilege to any of the members to adopt any one or more of the new devices which he had installed and were constructed to his own ideas, since he did not have them patented and was satisfied to have his colleagues profit thereby if they so desired.

A communication from Professor Stuhlmann, who was away on a vacation trip in the country and in which he presented an excuse for his absence in his usual comical way, caused general merriment.

By reason of the prevailing warm weather, it was unanimously decided to hold the meeting monthly instead of semi-monthly as in the past. Hence the next regular meeting will be held at the Hotel Bismarck on August 14th, 1916.

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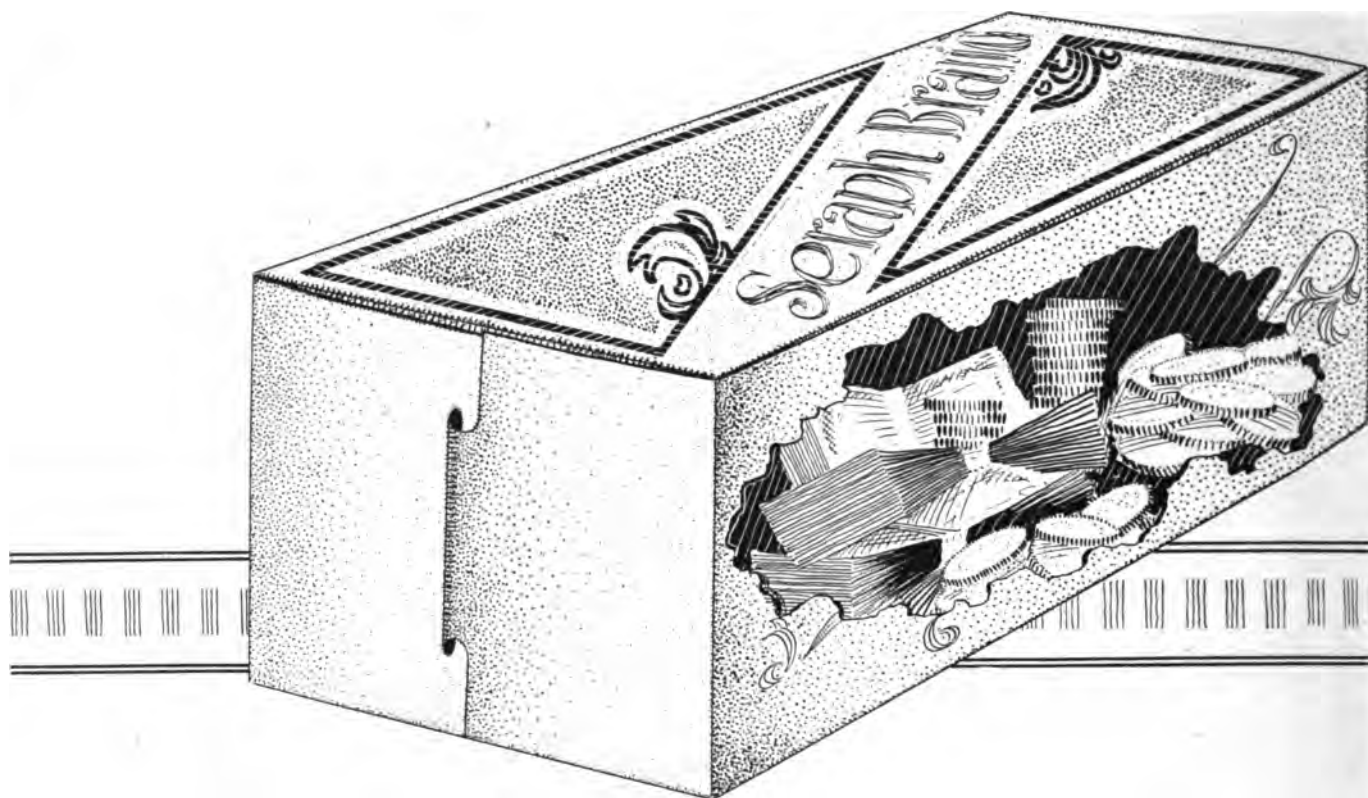
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Butter, Spices and Flavoring Extracts as Seen by a Chemist

By Dr. Edward P. McKeefe*

BUTTER

This important article of food is, as is generally known, composed principally of the fat derived from the milk of the domestic cow. The natural color of butter varies from white to golden yellow, depending largely on the character of the food supplied to the animals.

The history of butter is involved in some cloudiness, but doubtless it was known at a very early period in ancient civilization.

Until comparatively recent times there were no substitutes for butter, that is, such substitutes as are in use at the present time and which so closely resemble butter in color, texture, flavor and other physical properties. I will not take up your time with a description of the process of butter-making, with which you are doubtless more or less familiar. Suffice it to say that butter is made to-day in substantially the same manner as it has been made for a great many years; that is, by the process of gathering the particles of fat contained in milk into masses by some form of agitation which is commonly known as churning.

To be sure there have been a great many improvements in the mechanical processes, and the use of power driven in place of hand-driven machines, but the process of churning is substantially the same whether it is by the method of agitation of the milk in goat skins, as practised by Arab dairymen or in the most modern and up-to-date butter factory in this country. During this process of agitation or churning the particles of fat will gather together in masses and become separated from the liquid portion.

The solid portion is butter and the liquid portion buttermilk. These particles of fat when gathered together, washed, worked and salted become the butter of commerce. Much of the butter in this country is colored to the uniform shade of yellow demanded by the trade in the locality where the butter is to be offered for sale. Different shades of yellow are demanded in different sections of the country and there seems to be some relation between the latitude of a locality and the color demanded in its butter. In tropical countries the taste seems to be for a highly colored article, so highly colored in fact that we of this locality would scarcely recognize the butter of the tropics as such.

The color which is largely in use at the present time is a vegetable color known as annatto. At one time the most largely used butter color was one of the so-called coal tar dyes, but its use seems to have gone out of fashion. A portion of the butter used is marketed unsalted and uncolored and is known as fresh or sweet butter. But by far the larger portion of the butter of commerce is salted. The salt being added during the process of working. The salt going into solution in the water contained in the butter and in this manner becoming uniformly distributed throughout the mass.

At times efforts have been made to so manipulate butter that it would hold in suspension considerable quantities of water which would in turn be sold at the price of butter. This practice has developed to such an extent that Congress was called on to enact a law to regulate the practice, and this was done by fixing a maximum standard of sixteen per cent. of water in butter and declaring all butter containing more than that amount of water

New York laboratory of the New York State Department of to be adulterated, and placing a tax on such a product. This law has had a deterrent effect on the practice of working excessive amounts of water into butter.

The practice of coloring butter is very prevalent in this country, and, in fact many of the food laws exempt butter and cheese from the provisions of the law regulating the addition of coloring matter to articles of food.

RENOVATED OR PROCESS BUTTER

This article appeared in commerce within the past fifteen years, and is made by a process for which a patent was granted. The study which resulted in the working out of the process on which the patent was granted was undertaken in an effort to make some economic use of butter which had become unfit for sale on account of having become rancid or having developed undesirable flavors and odors. It had been found that there were large quantities of such butter in this country, much of which was unsalable even after being reworked or ladeled.

The manufacture of renovated or process butter is carried out substantially as follows. The unsalable butter is gathered and shipped to the renovating factories, where it is melted in large steam or hot water jacketed kettles or tanks. As the butter melts the curd and brine settle to the bottom, where they are drawn off, and any light particles which rise to the top of the fat are skimmed off. The melted fat, which has been separated from the curd and brine, is run into other tanks, where air is blown through it for the purpose of removing, so far as possible, any disagreeable odors. Free fatty acids, when present, are neutralized at this stage of the process.

The fat thus treated is then churned with milk or skim milk, after which it is cooled and then worked and salted in the same manner as butter. The sale of renovated butter is regulated by law in such a manner that it must be labeled to show that it is renovated or process butter, so that the purchaser may not be deceived.

OLEOMARGARINE

This article first appeared as an article of commerce during the early seventies of the last century, and was developed as the result of an investigation which had for its object the finding of a method of preparing a substitute for butter for the use of the Navy and the poorer people of the country where the investigation was carried out. It is now manufactured on a large scale in many countries. It has been the frequent cause of litigation and many hearings have been had before committees of Congress in regard to proposed legislation which would tend to regulate its sale.

Many patents have been granted for processes for the manufacture of this article, and changes have been made in the methods of manufacture from the time it first appeared as an article of food. The following may be regarded as a typical method and will show in the main the necessary steps in carrying out the process of manufacture. In this country the manufacture must be carried out under the supervision of the Treasury Department of the Federal Government.

The principal materials used are oleo oil, neutral lard, cottonseed oil and milk. Oleo is prepared from the fat of beef cattle. Immediately after slaughter the intestinal fat is removed and placed in cold water and is chilled so as to remove the animal heat. The fat is then cut up and placed in steam jacketed kettles, where it is rendered at a comparatively low temperature. When the liquid fat has separated from the connective tissue it is drawn into vats, where it is allowed to cool slowly.

*Address delivered at the convention of the New York State Association of Master Bakers by the chemist in charge of the

When that portion of the rendered fat which is solid at temperatures above that desired has solidified, the solid portion is separated from the liquid portion by means of filter presses. The liquid fat is what is known as oleo oil and is used in the manufacture of oleomargarine, while the higher melting portion is used for other purposes. In a melted condition oleo appears as a clear amber colored liquid which becomes a light yellow solid on cooling.

The oleo is mixed with the proper proportions of neutral lard and cottonseed oil, after which the mixture is churned with milk or cream. After the churning process is complete the product is worked and salted in the same manner as butter or renovated butter. In some factories butter is mixed with oleomargarine for the production of the better grades of the article. As much as ten per cent. of butter is sometimes added to certain grades. This is a brief outline of the methods of manufacture of these products which are so commonly used as articles of food.

To be able to determine with certainty whether an article is butter, renovated butter or oleomargarine has been the subject of much study and investigation. When renovated butter first appeared on the markets of this State and even after the law regulating its sale had been enacted, it was some time before chemists were able to testify in court that a certain article was or was not renovated. After much work had been done methods were found by which it is possible to differentiate between these three articles.

To be able to determine with certainty whether the article under examination is butter, renovated butter or oleomargarine requires considerable time and somewhat complicated apparatus, but there are a few tests which are comparatively simple and yet by means of which one will be able to tell with a reasonable degree of certainty. If I am not taking too much of your time I will be glad to demonstrate two of these tests at the close of this paper. These tests are known as the foam or boiling test and the Waterhouse test. These tests may be of value to you as an aid in forming an opinion as to whether the articles which you purchase are what they are represented to be.

SPICES

We will now take up the subject of spices, giving a few moments to a consideration of those which are in more common use. From whence they are derived, on what constituent they depend for their desirable properties, and also some of their adulterants. The spices are classed more as condiments than as foods, inasmuch as they have no great food value in themselves, yet they are of value and importance as adding to the attractive and pleasant flavors and odors which they impart to food products.

There are many spices in use, but for the purposes of this paper I will confine myself to those which are in more common use. With few exceptions the most valuable constituent of spices is the so-called volatile or essential oil which they contain and which impart the flavors to articles of food in which they are used.

Spices are derived from fruits, seeds, bark of certain trees, flower buds and leaves, and also from herbs. Pepper is one of the most commonly used of the spices and the people of this country are the largest users of pepper in the world. It has been said that pepper was worth its weight in gold during the days of the Roman Empire, and that the first vessel which sailed around the Cape of Good Hope was seeking a supply of this spice.

The black variety is prepared from the dried, unripe fruit of a vine which was first grown in southern India, Siam and China, and later in the West Indies. The unripe berries are dried either in the sun or over fires.

White pepper is generally supposed to be derived from a different spice, but it is in reality the fruit of the same vine, which has been allowed to ripen before being picked.

Cinnamon is derived from the inner bark of the young shoots of a species of cinnamon tree. The shoots are carefully cut from the tree and the bark is split and removed. It is then piled

in heaps and allowed to ferment. When the process of fermentation is complete the bark is dried and is then placed in bundles for shipment.

Cloves are the unopened flower buds of an evergreen tree which grows mainly in the Philippines, southern India, Zanzibar and the neighboring islands. The buds appear and are picked twice a year, in June and December. After picking, the buds are placed on grass mats on the ground and allowed to dry in the sun. The proper drying of the buds requires great care, as they must be protected from rain and dew. In about one week from the time of picking they are ready for shipment. Cloves contain about fifteen per cent. of volatile oil, which is used for many purposes.

The nutmeg is the dried kernel of the seed of the fruit of a tropical tree which somewhat resembles the orange tree. It is a native of the Malay Archipelago, but is also grown largely in Asia, Africa, South America and the West Indies. The fruit is gathered when fully ripe and the pulp is discarded. The seeds are dried either in the sun or over fires. When dried the outer coating is broken and the kernel or nutmeg taken out.

This outer coating is the spice known as mace. This variety of mace is not to be confused with so-called Bombay mace, which is almost devoid of odor and taste and which is sometimes used as an adulterant of true mace.

Allspice is the dried fruit of an evergreen tree of the same family as the clove. It is a native of the West Indies and is especially cultivated in Jamaica. Its odors and flavor is supposed to combine those of cinnamon, cloves and nutmeg, and from this fact comes its name.

Ginger is derived from the root-stock of an herb which is a native of India and China and which is cultivated in tropical America, Africa and Australia. The root is dug when the plant is a year old. The different varieties of ginger of commerce depend on the treatment which is given the root after being dug.

Ground spices have frequently been adulterated, and many different kinds of adulterants have been used. On account of their high cost and the fact that their strong odor will conceal considerable amounts of foreign material there is an incentive to adulterate. Among the substances which have been added to ground spices are bran and chaff of various cereals, buckwheat hulls, ground peas and beans, cocoanut and other nut shells, olive stones and other woody material.

Another form of adulteration is in the use of the spice material after it has been exhausted of its volatile oil, which, as has been said, is the portion of the spice on which it depends largely for its flavoring properties. The adulterants used are usually some material which is cheap at the locality where the spice is ground, so that different adulterants will be found in different localities.

Lately there has come to our attention an article sold as spice, which on examination was found to consist of corn meal to which had been added a small amount of the volatile oil of the spice which the article purported to be.

FLAVORING EXTRACTS

Flavoring extracts may be defined as the solution in grain alcohol of proper strength of the odorous and savory principles derived from an aromatic plant or parts of a plant. The extracts most commonly used are those of vanilla and lemon.

True vanilla is derived from the fruit of an orchid, a plant which produces not only some of the most beautiful of flowers, but also one of the most used of flavoring materials. Vanilla extract is made from the fruit of a climbing orchid which is native to tropical America and is now cultivated in Java, Ceylon and other countries. The fruit is a pod. This pod after ripening is dried and cured with great care in order to obtain the most desired flavor.

The characteristic odor is developed during the process of fermentation which takes place while the pods are drying. The aroma and flavor are largely, although not entirely due to the

vanillin that gradually crystallizes from the pod, and which appears as white needle-shaped crystals. The cured pods, either whole or in the form of powder, are found on the market as the vanilla bean or vanilla powder, but the more common form is the extract which is made by treating the bean or powder with grain alcohol.

Substitutes for vanilla extract are made by preparing an extract of Tonka beans, but the extract thus prepared is not so delicate nor desirable as that prepared from the true vanilla bean. Another substitute is made by dissolving artificial vanillin or cumarin or both in alcohol and coloring this product with caramel.

Lemon extract is prepared by dissolving lemon oil in alcohol or by extracting lemon peel with alcohol, the lemon oil being found in the rind or peel. Much of the lemon oil comes from the island of Sicily. To dissolve lemon oil requires strong al-

cohol, and consequently it is high in price. When a weak alcohol is used the lemon oil is not dissolved, but some of the flavoring principles are extracted. This form of lemon extract is found on the market under the name of terpeneless lemon extract.

In an effort to reduce the cost of lemon extract other solvents than alcohol have been sought, and of late an extract has been put out in which the lemon oil is held in solution in an odorless mineral oil. We have also found lemon oil mixed with starch in the form of a paste.

Almond extract is prepared from oil of bitter almonds, but solutions of benzaldehyde are frequently substituted for the true extracts, while some are the products of synthetic chemistry and closely simulate in odor and flavor the fruits or flowers whose names they bear.

Common-Sense Methods in Baking

By J. E. Wihlfahrt*

IN GENERAL, to possess common sense means to have an alert will and to control our thoughts. Therefore, to use common sense usually brings with it a condition of success.



J. E. WILFHAHRT

Our condition, then, is chiefly dependent upon our will-power, upon our thoughts, or upon our belief, or, in other words, upon the frame of mind we are laboring under.

Hence, our conditions are thought-made. If we change our thought, we change our condition.

With our mind working in the right direction, we are bound to develop the proper thought, hence will-power, which represents our energy, really is the motive power for our ship toward our goal.

It is only fair, that I should state, that nowadays it has grown to be a fashion, to seek to explain in a satisfactory manner, the practical as well as the economical value of the procedure in the baking industry, both in reference to manufacturing as well as selling and marketing the bread.

To be able to explain, one must have a thorough understanding; therefore, every manufacturing baker should be an honest student in the up-to-date methods of the bread game.

He should understand his raw material, the environments under which he has to manufacture and the best means of incorporating his ingredients, so that he may obtain very best results.

Not only must he be a good manufacturer, but likewise must he study to market his product to the best advantage.

It is one thing to manufacture your product, but quite another to affect a prosperous sale.

The selling end commands studious efforts for the best and most effective means to create a demand for your product, by arousing sufficient interest to boom its sale continuously.

Therefore, anything that tends toward the promotion and improvement of trade conditions is elevating and education in the broadest sense.

HOW OTHER BAKERS ATTAINED SUCCESS

Coming back to my remark how other bakers attained their permanent success, I would express my view as follows:

1.. They purchase their raw material to the best of their advantage, with an eye for quality first, and price thereafter. *Thus they make their purpose brilliant for results.*

2. They make the best bread possible from their material, an honest loaf in flavor and nutrition. *Through this policy they energized their selling force and created a demand for repeat orders for their product.*

3. They provide that their goods were handled clean and sold for cash return as prompt as possible. *This embodied their character in the mind of the prospective buyer. Thereby creating respect and an interest in their product, giving them courage to anticipate success, thus making their desire for cash sales a greater possibility.*

4. They calculated the weight of their loaf in accordance with the market value of their raw material. *"In calculating the proportionate weight of bread, they laid a further definite plan of common sense for their success."*

This represents the systematic harmony of their accomplishments.

To understand in the fullest sense the operation of up-to-date baking, one must be able to think with a clear mind and not be prejudiced by the older theories.

Do not overlook the fact that all business had a smaller beginning and that the baking business is constantly changing. The present day method is by no means the final method in bread-making.

It is true the larger baker has a better opportunity to test his ingredients, and a technical training is becoming more and more necessary, especially for the younger element following the craft.

The smaller business men, however, by close observation for results in quality and comparative yield, can soon determine which is best suited for his individual business.

This brings forth the value of meetings of this kind to discuss the latest and most up-to-date method, to enable all to keep abreast with the progress of the time.

The bakers, all over the country, are awake for betterment, and the future, no doubt, will bring forth greater improvements, at an even faster pace, than the past.

The sales of bakers' bread are increasing daily, hence the baking business is in a most healthy condition and there remains lots of room for the progressive ones identified with the trade.

Good wholesome bread, with a good flavor has come to stay, not merely bread, but bread spelled with a capital "B."

*An address at the Recent Southeastern Convention

Too sweet a loaf, or one baked too rapidly, hence soggy, will not meet the demand.

I heard a very large business man say "There is too much manufactured bread." I believe thoroughly in his remarks. He did not mean too much bakers' bread, but too much imitation, not enough originality, too much sameness, day in and day out, too much likeness, and too much cheap bread not coming up to a standard loaf. That is the way we all should see it.

If you were to eat the same victuals, every meal, you would soon tire thereof, you would lose your appetite completely.

The same victuals cooked in various different ways would do you for a long time.

It is therefore my advice that you make a slight change in your recipe occasionally, so as to change the flavor, without changing the general character of the loaf.

This would have a very stimulating effect on the bread consumption, which, in this instance, means increased sales for the baker employing this method.

I will directly proceed to explain the various effects of different materials used in bread-making, also in regard to their influence on flavor in bread and will also touch on a few simple ways for effective system in the smaller bakery.

AGAINST THE USE OF CHEMICALS

Before taking up this matter, I wish to make a few remarks relative to the use of chemicals in bread-making. There exists at the present time, a good deal of agitation on the subject.

In a very recent issue of a trade paper appears an article relative to a bill before the New York State legislature entitled "Chemicals have no place in Bread," and on the following page appears the proposed bill against the use of chemicals in bread-making. I do not wish to comment on the bill in question, but offer my opinion on the advisability or common sense of using chemicals in bread-making, whether harmful or harmless, I should advise against it.

The bakers have been spending an enormous amount of money in recent years to establish the confidence of the public in their product.

For a great many years bakers' bread was looked upon more or less with suspicion, largely on account of an impression the public had gained, that bakers' bread was not made under strictly sanitary measures, and some believed that alum was used in its manufacture.

This prejudice has been largely, I may say, almost entirely, overcome, through the honest methods of the men engaged in its manufacture, through their strenuous efforts and through their advertising campaigns and also through the public visiting their bakeries.

As results thereof, the baking industry shows a tremendous increase in consumption of bakers' bread.

Now that the fight has been won and the bakers enjoy the fruits of their labor, while the public looks upon the bakers' product with the same confidence and approval, as it looks upon the bread baked in the home, the use of chemicals in bakers' bread springs up—a practice—that will certainly undo all that has been accomplished in the baking industry, if the public generally becomes cognizant of it.

Bread has always been known as a Pure Food Product—made entirely from Pure Food Products.

If the public learns that any but Pure Food Products such as there are used—to make up the loaf of bread, the baker sells—a storm of protest will ensue, that will deal a heavy blow to the baking industry.

You know how quickly the press takes up a thing of this kind and the question which the baker is facing to-day is, if it becomes generally known, that he is using chemicals in his bread, whether the saving which he might make in using chemicals is going to compensate him for the loss of confidence of the public in his product.

It surely would not represent a "Common-Sense" method. I am glad to be in a position to state that the bakers over

the entire country, unanimously agree against their use.

Let us hope that it will receive no more publicity, as it will only lead the public to suspicion.

MATERIALS USED IN BREAD MAKING

I will next turn your attention to the different materials used in bread-making.

First, we need four necessary ingredients, without which we cannot manufacture bread; they are flour, water, salt and yeast.

Next come the bread improvers, such as sugar, malt extract, milk and its condensed and desiccated products, and finally the shortening, such as lard, compounds and vegetable oils.

To begin with the flour, its strength, which, in other words, represents its gluten contents, marks the amount of fermentation required.

The amount of gluten contained in a flour, however, does not solely represent its real value, nor is it an indication of strength or stability. It is the quality of the gluten, rather than its quantity, that produces best results.

I will not go into detail of varieties of flour, but will attempt to explain the proper working of the various kinds to obtain best results and likewise show up some of the errors made by bakers, and often so with disastrous results.

To get best results, the length of time or the amount of fermentation necessary has to be influenced by the proper temperature of the dough itself, as well as that of the fermenting room, likewise by the amount of yeast and salt used, as well as the strength of the flour employed and the amount of mixing given a dough before fermentation sets in.

Further, richness of the dough itself will influence the required time, and this brings out one very important point often overlooked by bakers.

The harsh or strongest flour contains less natural sugar within its own bulk than is found in softer flours.

Secondly, the softer variety contains more sugar and needs less fermentation.

Therefore it stands to reason that if strong flour is used, more sugar must be given to the dough than when softer flours are used.

This closely connects this argument with that called stability of flour.

This factor—stability—is dependent, to a large degree, on the material present, namely, the material present which can be used as yeast food, and, secondly, material upon which the gluten develops during fermentation. There is a simple little way that will start the baker straight to get the results he strives to obtain.

Also a technical way has been adopted as a standard to define the strength of flour. It is called the nitrogen determination.

FACTORS IN FERMENTATION

Coming back to the simple rule, the longer the fermentation has to be continued, or the more vigorous the same has to be carried on, the more yeast food we need in our dough.

Contrary, if we find a softer flour, the less of said ingredients can we employ lest our bread would color too rapidly during baking.

The yeast foods to which I refer may be classed as milk or milk products, sugar and malt extract.

The baker usually knows whether he buys his flour for a strong spring wheat flour or a softer and more mellow flour, and from that he may base his first calculation.

After the dough is mixed, watch your fermentation closely. You can calculate safely that the time for total fermentation is 40 per cent. more than is required for the rise of the dough.

In other words, the time it requires for your dough to get light the first time represents three-fifths of the total time for fermentation.

Therefore, if the first rise would require three hours, it would require five hours for the entire process.

If, for comparison sake, 3 per cent. of yeast food would be the required amount for a five-hour dough, then $2\frac{1}{4}$ per cent. would be the proper amount for a four-hour dough, or $3\frac{1}{4}$ per cent. for a six-hour fermentation period.

Likewise, fats stimulate the gluten and lend spring to the loaf during baking. Hence it follows that we would give a softer flour more fat and less sugar, a stronger flour less fat and more sugar.

Of course, I refer to good, standard patents, not strength caused by additional glutenin at the expense of the grade of patent used. Such flour needs more sugar, fat and yeast to make a marketable loaf.

Therefore, it is important to first set the proper period for fermentation and then calculate the proper proportion of other ingredients to be used, such as sugars and fat.

THE WATER CONTENT

The condition of the water used likewise influences the quality of the bread, as well as the strength of fermentation to be required.

For the purpose of bread-making, water should not be too hard, as the longer the fermentation has to be carried on the more of the ingredients added are exhausted.

Generally speaking, the softer the water the quicker the fermentation, while hard water will require more yeast.

The calculation for the ripeness of your dough, however, will remain the same.

The quantity of water to be used is influenced by the strength of flour used, also on the process of mixing, as high-speed machines will admit more water than a low speed mixer.

The direct advantage derived from the proper mixing are increased yield, more whiteness, better bread by being more nutritious or more economical manufacture by saving of ingredients.

This increase in yield is due to the development of the gluten, thereby decreasing the fermentative period and consequently in-

creasing in the same proportion the stability of a flour and making possible the admission of more water.

The amount of water likewise differs in accordance with the kind of bread to be manufactured.

Never make a dough so soft as to require excessive dusting flour, but make a practical dough that will stand the work with the smallest amount of dusting flour.

In following this recommendation a runny or sticky dough rarely ever is the result as the proper stiffness of a dough, together with the proper calculation of the fermentative period, will obviate this evil.

THERE IS NO STANDARD FORMULA

I contend, there is no standard formula. For the baker, a recipe is merely an incorporation of ingredients with proper proportion of fermentative period to suit the conditions under which he has to work.

While the ripeness of a dough can be well judged in each and every instance, the time which must be allotted differs in the various localities. I have reference to the atmospheric conditions which have a close relation and great influence on the fermentative period.

The point which comes to light then is, how to control atmospheric conditions so as to minimize variations.

Variations not only will appear in comparison from one day to another, but also between batches run earlier and later in the day.

The temperature of the mixing and fermenting room, and likewise of the dough itself, of course, are most important, but represent only part of the actual influence on the dough during the period of fermentation. In plain words the use of a thermometer only begins to lend judgment to the workman.

The combined use of a thermometer with an instrument showing the hygrometric conditions, or in other words, the percentage of humidity in the air, of the shop will render his judgment valid.

WALKER ELECTRIC TRUCKS

Are CLEANER, MORE ECONOMICAL and A FAR BETTER INVESTMENT than Horses or Gasoline Trucks

Load Capacities
1-2, 1, 2, 3,
4 and 5 Ton

Bodies specially designed for Bakers



ASK

The H. Piper Co., Chicago.
Schulze Baking Co., of Chicago
Friend Bros., Lowell, Mass.
A. B. Hastings and Son,
Campello, Mass.
T. K. Orton, Bridgeport, Conn.
Old Homestead Bakery,
San Francisco
Log Cabin Bakery, Portland, Ore.

WALKER VEHICLE COMPANY

CHICAGO

BRANCHES:

NEW YORK

CINCINNATI

SAN FRANCISCO

Heat, through the fermentative period of bread-making is a form of force. The more heat the more energy.

In connection with this, it must be stated that the higher the temperature the more readily is the growth of the acidity in a dough.

A rapid growth of acidity is to be avoided by all means.

A cool dough with the proper amount of salt and yeast will prevent rapid development of acidity.

The temperature is a measure of the intensity of its energy, but this energy is dependent upon the humidity or dryness in the air.

HUMIDITY IN THE BAKESHOP

The humidity in a bakery is usually lower than out-doors, as the ovens are continuously drying out the air. The natural humidity for a dough-room is 70 per cent., and the corresponding temperature in Fahrenheit 76 degrees, such conditions being the most favorable.

There are few bakers to-day who do not fully realize the importance of proper air.

The subject narrows down as to what system may be best employed to provide it.

The instrument used for measuring the hygrometric conditions of the shop, is called "Hygrometer."

It is the most suitable instrument for the baker, it proves most convenient and is sufficiently accurate.

It is often found, especially in cold weather, that the moisture contents in the air of a bakeshop is very low, so that the quality of the final product, bread, is often impaired. Low moisture contents in the air causes slow and irregular fermentation, and the symptoms thereof have often been unjustly laid to the fault of the yeast.

The difference can be easily explained by the fact that every 10 per cent. of relative humidity (temperature and all other conditions being the same) will influence the final time of fermentation approximately 8 minutes.

Therefore, without equipment, it is the baker's part to adapt his materials to atmospheric conditions of the shop.

The mere fact of having a hygrometer similar to what I show you, hanging on some suitable point, will show your workman what to expect, and when he is thus able to observe the relative humidity, it follows that on less humid days he should set his doughs accordingly warmer, and reverse on days of higher moisture contents of the air. Don't forget that a cool dough with plenty of salt, gives best results, and a dough should never be set to accumulate more than 86 degrees Fahrenheit by the time it is ready for the bench.

A good deal has been said about the proper temperatures of doughs. Generally from 78 to 84 degrees is the right temperature to set a dough, the degrees varying, according to the temperature and atmospheric conditions of the shop. The point I wish to bring to light is, that the importance rests, that a dough should not go over 85 degrees before it is ready to be scaled into loaves.

Boosting the Southeastern Association

To the Bakers of the Southeast:

The recent convention of the Southeastern Master Bakers' Association at Macon, Ga., proved such a source of profit and pleasure to the participants that—like the old maid heroine of Sam McDonald's story—we "naturally like to talk about it."

The papers read covered a range of instructive subjects, while the good feeling that prevailed was beautiful to behold. It was, beyond question, the most enjoyable and beneficial bakers' convention that I have ever had the good fortune to attend.

The absentees denied themselves both an intellectual and social treat, but there will be recompense in the third annual session scheduled for Jacksonville, Fla., early next spring. Plans are maturing for a convention of such character there that will not only be attended by a very large number of Southern bakers, but will attract many of the National bright lights from distant points.

Every Southern baker, large or small, should affiliate with the Southeastern. The cost is trifling—the returns beyond computation. Get into the fold—send your application to Secretary L. E. Rogers, 1128 Healy Building, Atlanta, Ga. If not convenient to remit the dues—\$5.00—that feature may be attended to later. We want your name on the roster.

The uplift of the baking industry in the South is the goal of the Southeastern. That there is visible evidence on the part of the rank and file to progress, was demonstrated by the intense interest displayed in the papers read and discussed at Macon.

It may be pardonable to refer to the feeble effort expended there by the writer on: "Why Should a Small Baker Figure Costs?" Publication in the trade press of this paper brought inquiries from New York to Florida. It is gratifying, beyond mention, to note that so many bakers exhibit a disposition to acquire a mental, as well as financial command, of their respective businesses.

Inspired by the good cheer radiated by our lovable president, Gordon Smith, the officers of the Southeastern are engaged in an effort to build an association for bakers in our favored Southland that for congeniality, influence and instruction, will prove a formidable, friendly rival of the National itself.

Yours in the Faith,

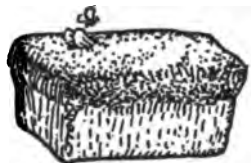
J. A. WINKELMAN, Vice-President.

♦ ♦ ♦

Another Town Raises Prices

Because of the increased cost of practically all the materials that enter into the making of baked goods, the bakers of Greeley, Colo., are reported to have entered an agreement to increase at once the prices of bread, pies, cakes and cookies. Bread that has been selling at wholesale for 3½ cents a loaf will be sold at 4 cents, and the retail price will be raised from six loaves for 25 cents to 5 cents straight, and pies will be raised from 10 cents to 15 cents each.

The Unclean Way



Dirty and Stale

WAXED BREAD and CAKE WRAPPERS

NOT COMPULSORY—BUT DESIRABLE

Let the consumer have his bread as clean as when it leaves the oven

The Sanitary Way



Fresh and Clean

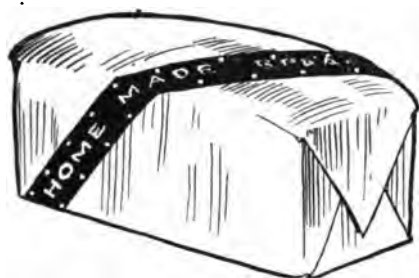
We manufacture all grades for roll machines or hand wrapping.

Let Us Figure Your Requirements

PROMPT SERVICE—QUALITY—RIGHT PRICES

CENTRAL WAXED PAPER CO.

Chicago, Ill.



Isn't it Clean and Wholesome Looking?

That's what the housewives say about your bread when it is wrapped in a clean, waxed, sanitary wrapper.

They are all unconsciously impressed that your store and bake shop are models of cleanliness and they naturally buy your bread. If you are debating how to increase your trade first

Wrap Your Bread

But what is more important select a wrapper which will not harm the bread and its sales.

The Newark Paraffine and Parchment Paper Company wrappers protect your bread from foreign matter, but, what is very important they do not contain anything which is apt to spoil the taste of the bread.

They keep all the goodness in the bread and keep it fresh. Also they are artistically printed and every wrapper gives your bakery the best kind of advertising.

We would be glad to send you sample wrappers and a design drawn especially for you. You will incur no obligation and will see how our wrappers can increase your trade. Won't you write?

Newark Paraffine and Parchment Paper Co.

Office: West St. Bldg., New York
Factory: Newark, N. J.

Raisin Bread is a Proved Success



California **RAISIN BREAD**
Made with **SUN-MAID RAISINS**

has won the nation. Our smashing advertising makes millions want it. This year we are spending more than ever. We are telling more millions about California Raisin Bread in twelve full pages of The Saturday Evening Post—one every month throughout the year, colored pages in The Ladies' Home Journal, and local newspaper advertising.

Our Formula Spells Success

California Raisin Bread, made with Sun-Maid Raisins after our formula—supplied free to bakers everywhere—is the keynote to success in this new opportunity. People like it because it has plenty of Sun-Maid Raisins, the pick of 8000 California vineyards, seeded and shipped fresh.

Get In On This Success

Don't wait another minute. Write us at once for the formula, if you haven't it already, and let us tell you how thousands of bakers throughout the country have increased their business on raisin bread. We'll help you do the same.

California Associated Raisin Co.

Membership 8000 Growers

FRESNO, CALIFORNIA

(261)

Jaburg-Miller Co., Inc., Opens its Doors

Under its chosen designation of Bakery Equipment Specialists, a new firm, alive with enthusiasm, has just opened the doors of its spacious warehouses and salesrooms at 137 Hudson Street, New York, and has entered the ranks of the allied trades. Actual business operations were begun sometime ago and now the company is forging ahead full of ambition to win a place among the leaders in the field.

The name of the firm is Jaburg-Miller Co., Inc.

John Jaburg, Jr., its president, and Martin Miller, its secretary and treasurer (both formerly of Ja-



JOHN JABURG, JR.
President

burg Brothers) are the principal stockholders and are devoting all their time and energy to the business of the company.

Briefly, the plan and purpose of the new enterprise is to specialize in the sale of bakers' machinery and equipment, secured under special sales agreements from leading manufacturers in United States and Europe.

No foodstuffs will be dealt in. The firm will specialize in machinery, ovens, pans, utensils, racks, troughs, show cases, fixtures, woodenware and all kinds of regular and special shop and store equipment. It is prepared to equip completely the large automatic plant or the modest retail shop with all that they require in these lines.

It is thus planned to render a distinct and valuable service to bakers and jobbers, particularly those in the Eastern part of the United States, and to leading manufacturers everywhere, by establishing a big, efficient distributing agency, which will bring quickly and economically to the baker's place of business the best machines and appliances for his shop and store and which will give the leading manufacturers of bakery equipment the steadiest, most practical and economical distribution of their goods.

Large and complete stocks of the full line will be constantly maintained and a full line of fittings and repair parts for all standard machines and bakeshop appliances will likewise be kept in stock for instant delivery.

Skilled mechanics and machinists will be on hand at all times



to render repair service, adjust machinery and put in repair parts.

Associated with the company will be a number of leading bakery architects, engineers, and oven and machinery experts, whose knowledge and skill will be at the service of customers.

The newest and best ideas for bakery management and equipment will be kept on file in the office and will be expressed in a practical way in a permanent exhibit along novel lines, which has been planned for the company's show rooms.

To carry out these plans a large building of six stories and basement has been



MARTIN MILLER
Sec'y and Treas.

secured at 137 Hudson Street, in the heart of the bakers' supply district. It has all modern facilities for quick handling of merchandise and is close to steamship piers and railroad terminals.

Both Mr. Jaburg, Jr., and Mr. Miller, as well as Mr. A. M. Tode, and others who are associated with the company, have had many years' experience in supplying machinery and equipment to the baking trade. They thoroughly understand the needs of the industry and are well acquainted with the sources from which these needs can best be supplied.

The organizers of Jaburg-Miller Co., Inc., are confident that their enterprise contributes a new and distinct service to the industry. They plan to give quick service—no waiting for shipments from distant manufacturers but instant delivery out of ample stocks. Quality will be of the highest. The goods handled include the products of a large list of prominent manufacturers. The company's advertisements on the front cover and on page 13 of this issue contain ad-

ditional particulars and describe some of the goods in detail. The convenience of getting all of these things from one firm will be appreciated.

To sum it up the plan and purpose of Jaburg-Miller Co., Inc., rests upon the Rotary principle which tells us that "He profits most who serves best." The members of the company are Rotarians and "better service" to bakers large and small and to dealers selling bakery equipment will always be the keynote of their business.

SUGAR IN BREAD MAKING

THE well recognized necessities for bread making are flour, water, yeast, sugar, salt and lard or oil. Flour and water will make a dough, yeast will ferment that dough so that it can be baked into a presentable loaf of bread. The better the flour, the water and the yeast, the better the bread will be. No baker would attempt to sell bread made of these three essentials only. It would not meet the needs of those who buy bread. They want a better loaf of bread than flour, water and yeast will make.

Salt, sugar and lard each improve the loaf by giving it a better volume, better color, better texture and better flavor than it would have without the use of each of these.

Salt, when used in the right amount, gives a flavor which is demanded by every one. Besides this, it affects the gluten and by so doing increases the volume and improves the texture and the color.

Lard or oil softens the gluten and

lubricates the dough. Its use increases the volume and improves the texture, flavor and color of the bread.

Because salt improves the bread, we do not omit to add lard, neither do we omit sugar, because sugar added to a dough containing flour, water, yeast, salt and lard increases the volume, improves the texture, color and flavor and is necessary to give bloom to the crust.

Yeast in fermenting sugar gives products which act upon the gluten and upon other parts of the flour to bring about these results.

All things considered ARGO CORN SUGAR is the best and most economical sugar for this purpose. It is a true sugar, pure, wholesome, nutritious, and ready for immediate fermentation. It is the natural sugar of the blood. Other sugars must be changed to it before they can be fermented or can be assimilated by the animal body. ARGO SUGAR when added to the dough saves the natural sugar of the flour and increases the food value of the bread.

ARGO SUGAR SELLS AT ABOUT 2½ CENTS
PER POUND CHEAPER THAN CANE SUGAR



Corn Products Refining Co.
17 Battery Place
New York





LINCOLN MOTORS

Motor Drive Advantages

Cut Out Belts and Shafting

Power is not wasted in friction or slippage. Upkeep is saved, walls and ceiling are free, rooms are lighter and cleaner.

Locate Machines Anywhere

Machines are easily moved or installed and can be put in the best location. No belts or shafting to plan for.

Idle Machines Take No Power

When a few operators or machines are idle no line shafts are running, no power is being wasted on these machines.

Less Danger of Fire

Insurance rates are lower on the motor driven plant. No sparks of fire to ignite burnable material.

No Shut Downs

With central station service your plant will seldom, if ever be tied up for lack of power.



Study this illustration. You can get exactly the same advantages in your plant.

Lincoln Motors give all these general advantages of motor drive and several other special Lincoln advantages that are equally as important to the bakery plant.

Water Proof--Grease Proof Insulation

Grease and moisture cannot work into the windings and cause electrical trouble.

Lincoln Motor windings are insulated by immersing them when assembled in a special compound which is afterward baked in. The process is repeated many times.

This standard Lincoln Motor has operated under water for three years without damage to windings.



Simple Construction

There are just three separate parts in Lincoln Motors and only one of these moves. Any workman can take care of them.

Overload Capacity

Lincoln Motors will handle far more than their rated load, for two or three hours at a time. Smaller motors can thus be used for many machines which work only part of the time.

***Decide on Motor Drive and
"Link up with Lincoln"***

The Lincoln Electric Co.

Cleveland, Ohio

Buffalo
Detroit

Chicago
Philadelphia
Toronto, Canada

Columbus
Pittsburgh

Agencies in other principal cities

Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

Flour Bacteria and Their Influences During Biscuit-Sponge Fermentation

By Arnold Wahl*

SCIENCE has increased and benefited man's estate to a marked degree by improving the quality and lowering the cost of production of such commercial staples as steel; copper; aluminum; brass; earthenware; bronze; and the destructive power of munitions of war and arms; of railroads and telegraph service, through the technical training of the respective departmental heads.

Scientific principles and methods today have been applied in most of the industries of which the greatest examples are: Agriculture, meat packing, canning, and the fermentation industries.

Baking has come to realize that it has been outstripped and is far behind in the introduction of scientific principles and the encouragement of research in their field.

We are under the impression that many large biscuit establishments have employed chemists, their discoveries, however, not being generally reported are not of value to the independent biscuit and cracker manufacturer's interest as well as the enjoyment which your commodity affords the public.

It was just of recent date that we were requested by a member of your organization to direct the Baking Research Laboratories of our Institute to study some of the problems and difficulties that are met by the biscuit bakers. We cheerfully took up the study of the influences which effect the taste and flavor of crackers being advised that these properties were among the most important.

I hope you will follow me when I endeavor now to take you through the course of this investigation and show you the results obtained which should have a marked bearing on the biscuit and cracker manufacturer's interest as well as the enjoyment which your commodity affords the public.

In our original investigation, we, first, disregarded entirely the chemical constituents and combinations existing and occurring during biscuit and cracker sponge fermentation. We isolated and cultivated the various forms of living matter contained in the sponge and we found a large variety of different fermentation micro-organisms, commonly called bacteria.

During the first stages of fermentation, the yeast cells predominated and these little organisms were fulfilling their life functions normally and rapidly producing alcohol from the sugar in the sponge. As the yeast developed, the nourishment for the yeast diminished and conditions became such that it is difficult for the yeast to live and conditions became more favorable for the development of other types of organism; one group of these organisms being known as the lactic bacillus which exists in the sponge from the very beginning; but conditions at the outset

were not favorable for the development of these organisms. These bacteria then produce lactic acid through their particular fermentation which acid aids in dissolving the gluten thus ripening the sponge for biscuit purposes.

During the later stages of the sponge, conditions became very unfavorable for the development of lactic acid and became very favorable for the development of acetic acid bacteria which then predominated and develop rapidly creating acetic acid out of the alcohol formerly produced by the yeast. We found that large differences in flavor and taste result according to the amount of lactic acetic acid or the physical condition of these acids that were produced by these minute living organisms. We found that large differences in flavor and taste resulted after too great an excess of soda was added. An excess of soda renders conditions extremely favorable for the development of undesirable bacteria. Improvements of crackers result when baked after just sufficient soda had been added so that there was no excess of soda or acid. These various micro-organisms or bacteria enter the sponge in the greatest amounts with the flour used.

We have recently shown the Bread Baker that a great many of his difficulties arise from the bacteria in the flour which play havoc in the dough. A flour most suited for biscuit baking contains a higher number and larger variety of fermentation organisms than the flour mostly suited for bread baking. These organisms in biscuit flours are of many varieties; some desirable and some undesirable. If they are of a desirable kind, a large number of them are of value since they aid in altering the gluten and creating several changes which affect the properties of the cracker in a beneficial manner. After isolating these beneficial organisms and cultivating them, we produce them on a rather large scale and tried each independently by adding them in large numbers to the sponge and we found that one of them a certain type known as *Bacillus Delbruecki* when properly cultivated and added in fairly large quantities to the sponge would so effect the fermentation as to crowd out all undesirable bacteria that existed in the flour and would at the same time aid the yeast fermentation and in this way make the control of biscuit sponges possible.

We are now conducting investigations with some success upon the factors which influence the ripening of a biscuit sponge and we have found that the liquification of the gluten in the sponge is due mostly to a digestive principle which is secreted by the yeast which of course is necessarily a long and slow process.

We find that if malt is extracted with a certain form of bacterial lactic acid that a digestive principle of the malt will be extracted also in this way and this when added to the sponge will ripen it in almost $\frac{1}{2}$ normal time. These researches are still in progress and will be ready to be reduced to practice in a very short time.

I hope that I have been able to show a direction whereby biscuit research which will result and increase quality of product as well as economy of production.



ARNOLD WAHL

*Speaking at the Biscuit and Crackers Mfrs'. Convention

Tales of a Traveler

By Otto Werlin

MONTGOMERY, the capitol city of Alabama, was my third stop in that State. Montgomery is an old historic city. In the State house the Confederate Government was inaugurated by Jefferson Davis on February 18th, 1851; Montgomery has been called the "Cradle of the Confederacy." It also was the scene of Yancey's celebrated secession speech on January 11th, 1861. In the history-famed Montgomery I found only five bakers doing business. The largest and best-equipped bakery is owned by James Toole. Mr. Toole's shop is really one of the show places of the city. The mayor of Montgomery is W. T. Robertson, a brother baker. In 1915 his fellow citizens elected him as their mayor. As I could not meet him in his place of business I interviewed him in his sanctum at the city hall. I found in Mr. Robertson an amiable gentleman and the bakers of Montgomery are rightfully proud of their baker-mayor. May's confectionery and bakery is the meeting place of the better class of citizens in this city, and young Mr. May, who is in charge of the establishment, is certainly doing well. Gallagher, Diffly & Carr, the old reliable biscuit and cracker concern, have also a bread department and they turn out an A-1 quality loaf. One of the Montgomery bakers was too proud to speak. But with this one exception the bakers of that city are a pleasant bunch of fellows to meet. And in return for the kind reception they gave me, I wish with all my heart that they may get a better price for their bread. The bread in Montgomery is scaled 12 ounces and sells three loaves for a dime! Of course bakers, cannot afford to wrap the bread in waxed paper at this price. Cakes get a better price than bread. The quality of the goods, bread as well as cakes, is very good.

OPENING FOR A GOOD BAKER IN SELMA

Selma, Ala., a little city with a population of about 15,000, was visited next. The town of Selma is located in the midst of a rich cotton-growing section. It is an industrial center and has cotton-gins, cotton-seed-oil mills, lumber mills, fertilizer works, etc. I have always endeavored to report conditions prevailing in the baking trade just as I find them, and I will make no exception with the three bakers I found in Selma. Baker No. 1, the largest in Selma, said to me: "My dear friend, I don't know more about the baking business than a rabbit!" "Well, then," I replied, "let me talk to your men in the shop." Whereat he answered with a grin: "Go ahead, but let me tell you, they don't know much more than I do!" Baker No. 2 is somewhat better, as he is trying hard to see into the "secrets" of our trade. He is making slow progress as he has no practical knowledge whatever. Baker No. 3 is simply "shocking." He is a butcher and baker, consequently he can not be an expert in both lines. No doubt he is a good butcher, but as a baker, well, he may be a good butcher. I should like to see where these three gentlemen would land if a good baker were to

start in business some day in Selma. In one way however, I have to give them credit, they certainly get a good price for their line of goods. Bread is scaled 12 ozs. and sells for 4 cents wholesale. The citizens of Selma get their box cakes, layer cakes, etc., shipped from Atlanta and Chattanooga, Tenn. You can easily see, people want to have good stuff, if they have to send away a hundred miles for them, even if they get them stale. This town would present a fine opening for a good baker with a little capital.

FOUR PROGRESSIVE BAKERS IN MERIDIAN, MISS.

From Selma I went over a hundred miles west into the State of Mississippi to the city of Meridian. Meridian is a splendid little town with a population of about 24,000, and has about the same kind of industries as we found in Selma. There are four bakers in Meridian. These bakers can really be called progressive; they have well-equipped shops and turn out a quality line of goods at a reasonable price. Competition is a little keen, but no underselling can be noted. Quality is the watchword of the Meridian bakers.

MOBILE A CITY OF MODEL BAKERIES

Traveling about 140 miles south, I reached Mobile, Ala., on delightful Mobile Bay, whose charms are the subject of some of our most popular songs. Along the road I used, there are a few small towns, but no baker. Home baking is general, and if people want bakers' bread, they have it shipped from Mobile or Meridian. The beautiful Mobile of to-day has a population of about 52,000 souls. The city directory of 1915 shows us a list of twelve bakers, but I found only seven bakers doing business. Five had to go out of business within a year. These five bakers were of the old-fashioned type and could not compete with their progressive colleagues. Mobile bakers certainly are progressive and up to the mark. They have well-equipped, up-to-date, clean and sanitary shops, and turn out a fine line of goods at a reasonable price. The city of Mobile can justly be proud of having such model bakeries turning out the staff of life for their citizens. The bakers down there are also a pleasant and jovial bunch of fellows to meet and if they enjoyed my calling as well as I did, then we are certainly friends forever. Under "Bakeries of America," I shall later endeavor to describe the bakeries of Mobile in detail.

BAKERS AND TOWNS ALONG THE MISSISSIPPI GULF COAST

My next place of destination was New Orleans, La. From Mobile, Ala., to New Orleans, La., is a distance of 140 miles. The L. & N. R. R. operates through Alabama, Mississippi and Louisiana. On this line, from Pascagoula to Bay St. Louis, 50 miles west, there is an almost continuous string of white cottages, hotels and bungalows. The climate on the

(To be continued in September Issue)

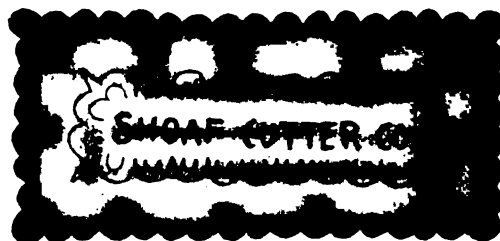
Everything In
CUTTERS



Special Designs
Submitted On Request

English
Style
Cutters
A Specialty

Made For Any Style
Cracker Machine



SHOAF CUTTER COMPANY - - - Indianapolis, Ind.

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Grand Prize *Panama-Pacific Exposition
San Francisco, 1915*

Choose With Care Your Chocolate



REG. U. S. PAT. OFF.

The coatings of your confections are important: they reach the palate first and on them depends in large measure the delicious taste of your goods. To this end

WALTER BAKER & CO.'S

**Liquor Chocolates
and Coatings**

are prepared for the varied uses of bakers and confectioners—sweetened and unsweetened; light, medium and dark—to suit your requirements. All of these Chocolates, whatever the difference of color or flavor, are absolutely pure, smooth to use, and possess that uniformity so necessary for confectioners' use.

Send for samples and prices

WALTER BAKER & CO. LTD.

Established 1780 DORCHESTER, MASS.

THE SIEBEL INSTITUTE of TECHNOLOGY

affords an opportunity for more responsible positions and brighter prospects by training bakers and millers in the technique and economics of the trade, involving a complete theoretical and practical course in the details of modern baking and milling, from the analysis of the grain to the production of high grade breads, cakes, crackers and pastry.

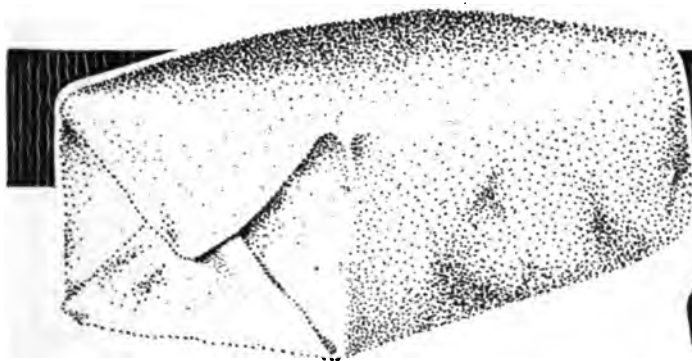
Graduates are recognized for their greater efficiency as is effected by the introduction of scientific and economic methods in the operation of their plants.

Make your reservation now for the next regular Three Month's Course in Baking and Milling Technology, commencing September 5th, 1916.

Number of students limited so as to insure personal and individual attention.

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Service
Combine

Bread Wrapper

OUR sales have more than doubled in the past six months due to our maintaining Quality and Service.

Our wrappers include grades for all methods of wrapping either hand or machine. Send sample with your enquiry and state how you are fastening.

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MENASHA, WIS.

QUALITY · Bread Wrapper · SERVICE

Reduce Your Sugar Bills 50 Per Cent

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*Diasto
Saves*

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Purer
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Liquid Malt
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Flour increases
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Moisture
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Sweet Doughs
Improves goods
Reduces cost
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Sole Manufacturers

Milwaukee, Wis.

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USEFUL--SANITARY--ECONOMICAL

Made of a special heavy-weight wax paper

Send us the name of your supply house
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WE HAVE AN INTERESTING PROPOSITION FOR DEALERS

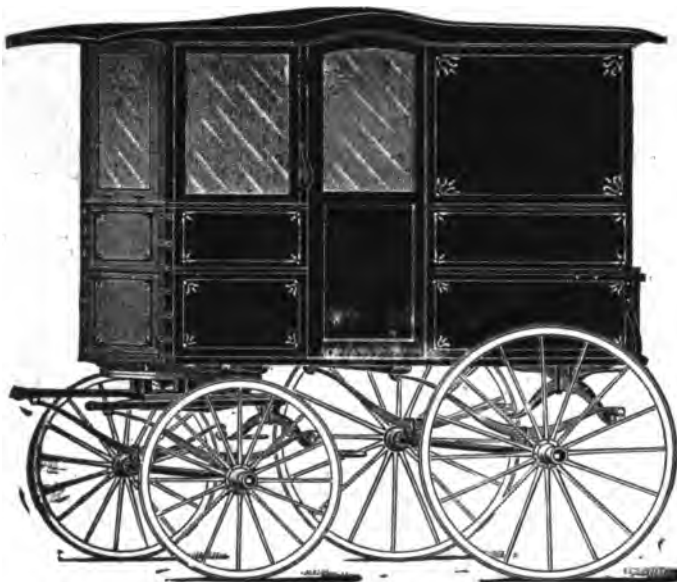
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No. 630

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BAKERS WAGONS

In ten patterns and 23 sizes.

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8th and Sycamore Sts.

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"BUILT TO LAST LONGER"

The progressive baker demands a delivery wagon combining
lightness, attractiveness and substantial construction.

Winkler-Grimm Bakery Wagons

are generous in capacity with long, wide bodies, well braced and
thoroughly protected. In finish and general design these wagons
are hard to equal. Catalog 32-E on request.

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Formerly Winkler Bros. Mfg. Co.

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This Autocar Truck Delivers to 12 Routes

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Write for illustrated catalog C and list of over 3,000 concerns using Autocars in every line of business.

Chassis Price \$1650

THE AUTOCAR COMPANY

Ardmore, Pa.

Established 1897

MOTOR DELIVERY CAR SPECIALISTS

ARGO OIL

For Cooking and Shortening

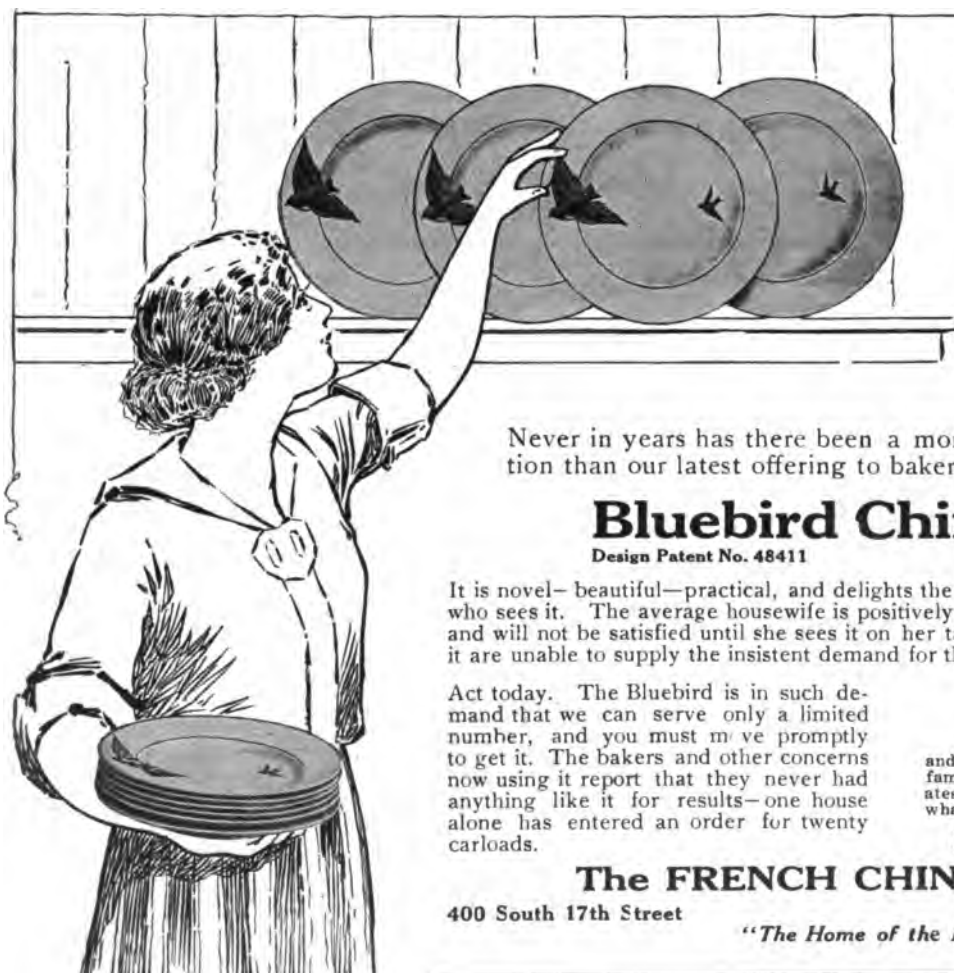


TRY Argo Oil instead of the shortening you are now using in bread making, using four-fifths as much, if it replaces solid shortenings, and then notice the fine texture, color and sweet odor of the loaf.

Argo Oil costs less than pure or compound lard and you do not have to use as much in your formula.

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The Bluebird brings happiness, according to Maeterlinck's story, and this is proved true by the delight of the woman who secures a Bluebird set.

Every Woman Loves the Bluebird

Never in years has there been a more popular dinner ware decoration than our latest offering to bakers for premium use—

Bluebird China Ware

Design Patent No. 48411

Patented January 4, 1916

It is novel—beautiful—practical, and delights the eye and artistic taste of every one who sees it. The average housewife is positively clamorous for a Bluebird dinner set, and will not be satisfied until she sees it on her table. Department stores that handle it are unable to supply the insistent demand for the Bluebird.

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Take advantage of this popularity

and use Bluebird ware as a premium on our justly famous Dinner Set Advertising Plan, which operates without cost to you. What you sell pays for what you give away—this is absolutely true.

Write today for our proposition

The FRENCH CHINA COMPANY

400 South 17th Street

"The Home of the Bluebird"

SEBRING, OHIO

FLOUR

Directory of Leading Mills and Distributors Who Sell to Bakers Direct

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Bakers are Invited to write to any of the above Concerns for Baking Samples and Prices.

Red Jacket

Patent Flour

Quality Guaranteed

We also manufacture all grades
of Rye Flour, both pure and
blended. : : : : :

New Ulm Roller Mill Co.

New Ulm, Minn.

BOBWAC

That's the Spring
Wheat Patent---It
is guaranteed to
please discriminat-
ing bakers who
want good flour.

Write or Wire

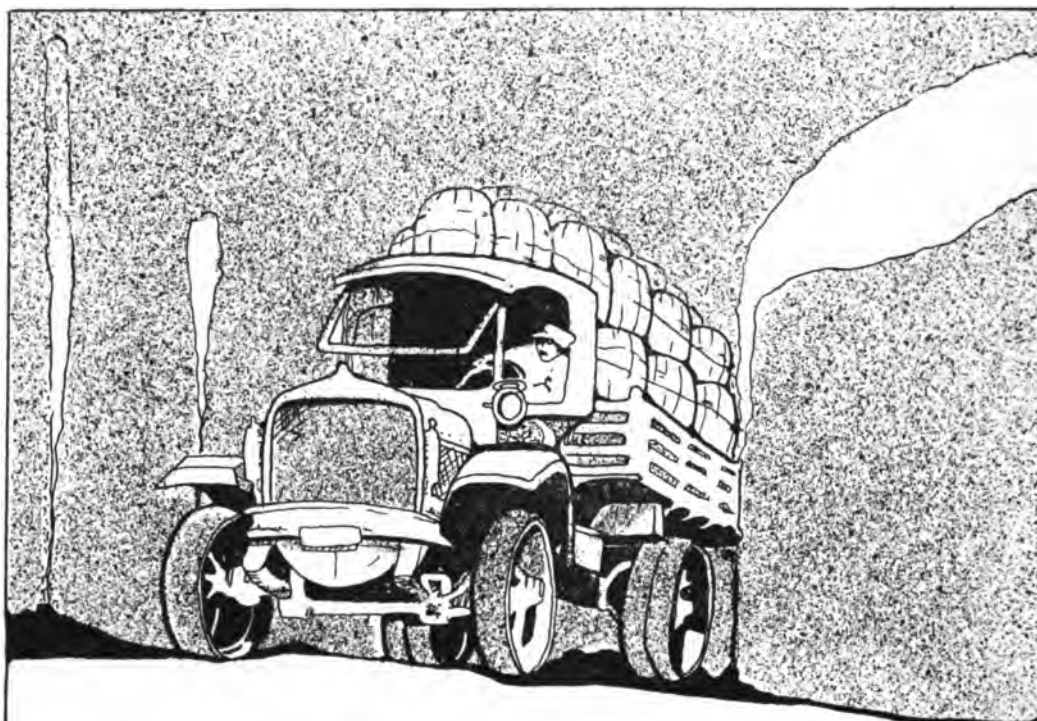
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Michigan

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A WORTHY LOAD
OF
THE BEST FLOUR MILLED.

RED WING MILLING CO.
RED WING MINN.

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On the quality of your bread is what determines your success and the extent of it.

You may make an ordinary quality of bread and enjoy an ordinary trade drawn from people who are easily satisfied.

Make a better loaf of bread and you get the trade of the particular and discriminating people who influence all others.

SEAL OF MINNESOTA

"The great flour of the great flour state"

Will make this better loaf for you and you can then get both classes of people and enjoy a larger and more profitable business.

It's simple, but many miss the point just the same.

Shall we discuss it by letter?

New Prague Flouring Mill Company

New Prague, Minnesota

Associate Member National Association of Master Bakers



"WEST POINT CADETS, THE FLOWER OF THE NATION."

*"The Flour of
the Nation—"*

**GOLD
COIN**



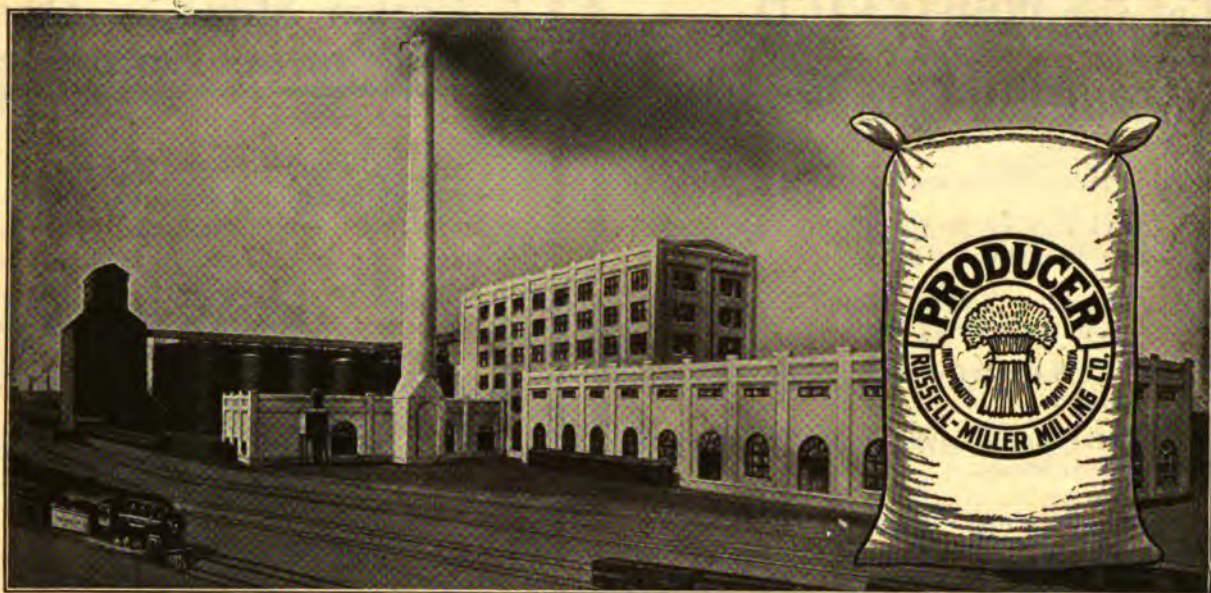
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WHEAT FLOUR, 5000 BARRELS

RYE AND CORN PRODUCTS, 1000 BARRELS

ELEVATOR CAPACITY, 2,600,000 BUSHELS

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NEW ULM, MINNESOTA.**



MINNEAPOLIS MILL - Modern. Sanitary. Perfect

PRODUCER FLOUR

PRODUCER is a highly glutinous hard wheat flour, milled especially for baker's use.

Its excellent strength and uniform working properties, the bread quality and yield, considered with the moderate price, give "Producer" Flour an unusual value.

It will pay you to prove these facts to your own satisfaction. Write for quotations.

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MINNEAPOLIS, MINN.

Get the PROFIT-FACTS About BIG-PROFIT FLOUR

1. *Five to twenty more loaves* to the barrel.
2. "*Osota*" is the best Spring patent for bread quality.
3. Blending "*Cutter's Best*" Winter patent improves *color and flavor*.
4. The flour can cost *more* yet the bread cost *less*.
5. Bake *more* loaves for *less* money, *sell more for more money*.

Let us send you baking samples which will enable you to demonstrate these profit-points about our flours—or, at least, write for the facts that mean bigger money for baker and flour merchant alike.

Also get our Weekly Market Bulletin.

THE NATIONAL MILLING CO.

The Strategic Millers

TOLEDO, OHIO

A Corner Stone is Usually Built to be Permanent

The good reputation and high quality of Corner Stone Flour have been continuous since 1877, and, if the wishes of our customers are to be granted, will last forever. Corner Stone Flour will make a solid and strong foundation for your business. It is made of the best Minnesota and Dakota Hard Spring Wheat. Write for baking samples and prices—now.

*Knead the Sample
and you'll buy a Car*

La Grange Mills

Red Wing : : Minnesota

CORNER STONE FLOUR

White Satin Flour

used in baking gives that much desired texture; greatest customer satisfaction being the result. ☐ Made in the famous Cataract Mills of Minneapolis since 1871—almost half a century of flour satisfaction given to the better bakers—it's popularity is constantly increasing.

Why don't you get a sample of White Satin and test it in your shop under your own conditions? You will then see that you can bake better bread and the flour to use is White Satin.

May we send you a sample and prices?

BARBER MILLING CO.

Minneapolis, Minn.

ALL HANDS
POINT TO
"THE QUALITY MARK"



Yield
Uniformity

Color
Strength

For Bakers It's a Money Maker

WELLS FLOUR
MILLING CO.,
WELLS, MINN.



GOLDEN
CREAM
AND
FAIRFAX

"THE FLOURS
OF QUALITY"

Strong Bakers' Patents

Our Wheat, for grinding mixture, is selected from a line of 155 Country Elevators owned and operated by us.

Our motto—"Quality."

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Fairfax, Minn.

HERMAN F. WRIGHT, Manager

"Golden Loaf"

Never Again

will you use a cheap flour
after you have baked once
with

Golden Loaf

There's quality in
every sack and it
makes good every
time. Let us prove
it to you in your
own shop under
your own conditions.

Send for baking
sample
and prices

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&
HOYT CO.
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PEARL MEAL

Keeps Your Bread Moist and Sweet. Made from White Southern Flint Corn. Cost a Little More Than Others and is Much Better. Tell Your Jobber You Want It.

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All Users of
RYE FLOUR

Know that we make the **best** on the market. It's your loss if you have never tried it. Better get our samples and quotations.

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Oldest and largest manufacturers in the United States.

Worth the Price

Wingold
PATENT
Flour

is a money-maker for the baker. Send for baking samples and let Wingold start you right.

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MANUFACTURERS OF

HARD SPRING WHEAT & RYE FLOURS

DAILY CAPACITY 4000 BARRELS

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 sold in New England
 under the Brand
 "Bay State"



Little
 Billy Baker

WE have recently doubled the capacity of our plant to take care of the steadily increasing demand for our products.

Why not join our prosperity and use

Golden Palace
Flour

It will give you that prestige over your competitor, that you have so long been looking for.

There is no time like the present to make a move in the right direction. Do it now!

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LARABEE'S BEST MEETS EVERY TEST



for
**BREAD
CAKE
and
PASTRY**

NOT only chemical analysis, which is essential to all good flour, but every known practical test proves the quality of Larabee's Best beyond question.

The wholesomeness and uniformity of Larabee's Best is guaranteed and backed up by a big, growing organization with facilities for milling 3,500 barrels a day—and we're working pretty nearly up to capacity.

Try a car—you have never used a better flour than Larabee's Best. When you write ask for a baking sample and prices.

**THE LARABEE FLOUR MILLS COMPANY
HUTCHINSON, KANSAS**

F. D. LARABEE,	-	-	President
AUG. J. BULTE,	-	-	Vice-Prest.



SUNLIGHT

Quality Patent
"Shines above all others"

Unsurpassed as quantity and quality BREAD YIELDERS.
 If you are not acquainted with these flours ask for samples
 and prices today. Under new management.
 Mill remodeled. Increased capacity.

EMPRESS

Queen of Patent Flours
FOR BAKERS USE

THE NATIONAL MILLING CO., Minneapolis, Minn.
W. W. REMINGTON, President and Manager



PHOENIX



FLOUR

NOTED FOR ITS LARGE BREAD YIELD

Fifty years of milling enables us to make flour which is always uniform, and of the better quality.
 We would like to send you a sample so you may see for yourself.

PHOENIX MILL CO.

Minneapolis, Minn.



Use More Water With "Thunderbolt" —a point of advantage that should make a lasting impression on the minds of careful buyers of good flour. "Thunderbolt" Flour has great powers of absorption—it goes farther. So much for ECONOMY. "Thunderbolt" isn't *nearly* right—it is **ALL** right. We buy "choice" wheat at a price that would make most millers hesitate—this means **QUALITY**.

Insist upon "Thunderbolt"

Ismert-Hincke Milling Co **Kansas City, Missouri**



"Gold Mine" FLOUR

The Keystone of Better Baking

Do you really want to bake better bread—to do a larger business? It is in your power to do so. GOLD MINE flour is milled from the choicest wheat—in a most modern mill by skilled millers. The result is a flour that can be the foundation for better business if you so will it.

May we send you a sample?

SHEFFIELD-KING MILLING COMPANY
H. H. KING, President
Minneapolis, - - - - - Minnesota

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Uniformity

in

MOR-DOH

The bakers' perfect flour



can be relied on to the last degree. Made from the choicest wheat which is thoroughly cleaned and milled in a most modern mill, by skilled millers. **MOR-DOH** assures you of uniformity at all times—every barrel—every car load—every shipment. This means that as far as flour is concerned, you will bake more bread of the better kind.

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ALTON, ILLINOIS



FROM *the* HEART *of the* HARD TURKEY WHEAT

WHEN you find a flour that gives a *Uniform Quality* to your bread, stick to it.

USE VELVET and you will always enjoy the same satisfactory results. **VELVET** is made from Hard Turkey Wheat, possesses a wonderful bloom and flavor and produces a uniformity of quality in bread making that can be *positively depended upon*.

Walnut Creek Milling Co.

GREAT BEND, KANSAS

VELVET

THE ALWAYS UNIFORM FLOUR



Thoro-Bread Flour

is made from the best Turkey Hard Wheat. Greatest care is taken in the milling which makes it

All That the Name Implies

It gives your loaf a better texture and its water absorbing qualities make it economical.

May we send samples and quotations?

International Mills & Elevator - Sterling, Kas.

HUNTERS FLYER

Makes Better Bread!

We make Hunter's Flyer---The flour that's always right. You bake it into bread that's always right. See the point?

Try a Sample

HUNTER MILLING CO.
• WELLINGTON • KANSAS •

*Build your trade with a
Strong Foundation*

**INTEGRITY
FLOUR**

Kansas Milling & Export Co.

KANSAS CITY, MO.

THE SUPERIOR QUALITY AND ECONOMY OF
GOLD MEDAL FLOUR WILL EVENTUALLY WIN
YOUR PATRONAGE — SO WE SAY SIMPLY

Eventually



Why Not Now?

If In Flour You Want "Easy To Bake," "Quality" and "Economy," Ask Yourself, "Eventually—Why Not Now?"



**Here's what one baker says about
"Spearhead Flour"**

"We are today getting a yield of 362 loaves to the barrel, scaling the dough 15 ounces. We consider this a splendid yield when you take into consideration the fine quality of bread we are turning out. 'Spearhead Flour' always did run regular, but today it is even better than it ever was."

362 15-Ounce Loaves to the Barrel

In the panel below we reprint an extract from a letter reciting this very instance. Remember that this is what progressive bakers can do with **Spearhead Flour**.

They are not only getting more bread, but are getting better bread—bread that begets confidence and confidence is the biggest asset they've got.

Bernhard Stern & Sons.
Milwaukee

*"The Quality
Never Changes"*



FOUND— An Opportunity

which it will pay bakers to investigate and grasp. Fritz L. Gienandt, cake expert and author of the famous "Twentieth Century Book for the Progressive Baker," has perfected formulas for Silver, Gold, Spice and Chocolate Slice Cakes which are taking the country by storm. They are called

Cak-o-pur-fection

The Famous 100% Profit "Slice Cakes"

Every formula is original, and can't be equalled. Anyone can make these cakes, and the nature of the formula is such that the men in your shop can make the cakes and still be ignorant of their secret.

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The General Baking Co. of Boston is selling from 5,000 to 8,000 of these slices daily.

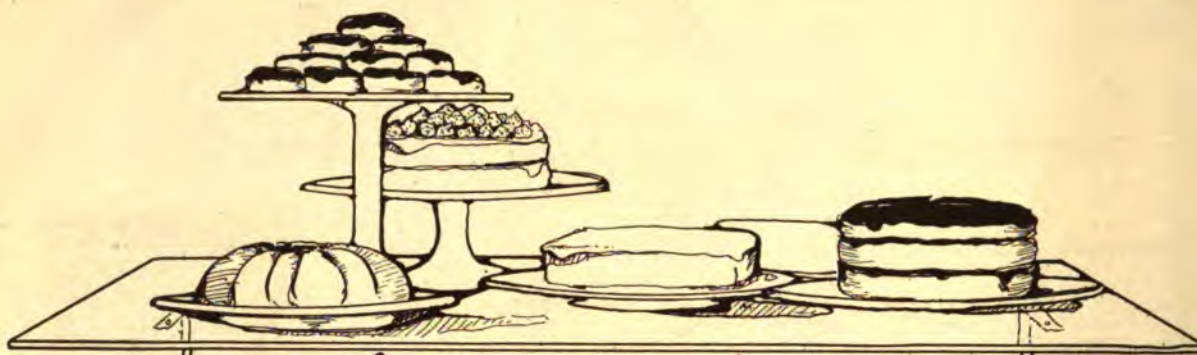
Write for prices for certain exclusive territories. Prices for the Four Formulas \$25.00. Wood lined tins furnished at the following prices: \$12.00 for 1 doz.; \$22.00 for 2 doz.; \$30.00 for 3 doz., f.o.b. Boston.

Don't Delay — Write Today.

FRITZ L. GIENDT

192 Massachusetts Avenue

Boston, Mass.



WHAT'S WORTH BAKING AT ALL
IS WORTH DELIVERING WELL



BEST ON WHEELS

RECH-MARBAKER CO.
WAGON MAKERS
PHILA.- PA.



Successful Bakers Use

Union Sanitary Equipment

Because:

This equipment facilitates handling the goods from oven to show case and is of the utmost importance in observing the *strict sanitary* measures that typify every well-kept shop.

And You, Too:

should use this equipment on account of the above facts.

WILL BE PLEASED TO SEND YOU
OUR COMPLETE CATALOGUE

UNION SANITARY RACK MFG. CO.
ALBION MICH.



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No. 24. Standard Union
Sanitary Bread Rack



No. 48. Style "C" Pie Rack



No. 37. Doughnut Draining Cabinet

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Tell at a glance the Qualities of Flour for Baking Purposes

The Howard Practical Tests are now Imitated, but are Unattainable Elsewhere

We have tested flour for 29 years.

Does experience mean anything?

Write for descriptive price list of our popular
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**The Howard Wheat & Flour
Testing Laboratory**

Minneapolis

Minnesota



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CAKE ORNAMENTS AND TRIMMINGS

187 Bowery

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**METAL CHECKS of all kinds
BADGES**

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STORE FIXTURES, BAKERS' PEELS

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The
Largest



Manufacturers
of Peels

Used by the Best Bakers
in the Country

Sold by All Baker's Supply Houses

Roloco Conquers Every Baking Difficulty.

In every bakery where it has been tested it has been immediately adopted and all forms of malt extracts, sugar and sugary compounds abandoned—because all they claim to do Roloco does better—and it does more.

As a conditioning ingredient it is without an equal. It governs fermentation with scientific accuracy; it saves yeast; saves proofing and baking time; increases the volume and improves the quality of the loaf—and successfully overcomes flour troubles.

Roloco is a Positive Preventive and Cure for Rope.

At this season when rope is so liable to manifest itself, and you are in danger of losing either your doughs, or the reputation of your bread, Roloco will save both. If it offered no other advantage this feature alone makes Roloco indispensable to every baker.

In every sense of the word Roloco is the Bakers' biggest helper.

Five gallon trial cans sent upon order.

The Corby Company

Station K

Washington, D. C.

Heart to Heart Talks with the Bakers.

Number Three

If you buy an electric motor you are certain to require that it develops the promised horse-power. It may do more; but you wouldn't think of accepting it, doing less.

Yeast is power even more calculable than motor power. It should be even more definite and reliable, for when the doughs are mixed and you are waiting on them, it is no time to have to bolster up weak leavening power.

It is absolutely necessary to good bread that you use yeast that can be depended upon day after day.

We are not making any claims which can be successfully disputed when we say Corby Yeast is the only yeast which does not vary—and that comes to you practically certified as to its strength. Our guarantee amounts to the same thing as certification.

Besides the maximum of strength, we insure you also absolute purity.

Corby Yeast is all yeast; therefore it is all raising power; and because it is not mixed with anything else, no objectionable flavors can creep into the doughs to manifest themselves in the bread.

You can tell by the odor that Corby Yeast is pure and sweet and wholesome. Taste it, and you find that it is practically tasteless. Simply because it is pure.

The old idea that yeast must throw off a sour and unpleasant smell is all wrong. In fact, if it does, it is a sure sign of impurity, and impurity in yeast means impurity in bread.

You have got to make just as good bread as you possibly can these days. Not only is competition keen, but public surveillance is very critical. But you cannot make good bread without good yeast. With Corby Yeast you cannot fail to make the best bread—bread that will run right at every baking.

We only make yeast for the bakers. It is not graded—but standardized to meet your requirements, making sure for you bread of standardized quality.

No matter where you are located, our delivery service reaches direct from our door to your's. We indemnify you to the amount of \$100 in case of any loss by reason of faulty delivery, giving you an insurance bond.

Ask any baker who uses Corby Yeast these two questions: Is it the best yeast? and is the delivery dependable? You will get "yes" for the answer.

But the best way is to let us send you samples for trial. If you will test it with an open mind it will prove its superiority very decidedly. It has never failed to do so yet.

Station K

The Corby Company Washington, D. C.



Schroeder

Peel Blades

represent the highest development of peel blade manufacture.

Only carefully selected wood is used in the construction. This is thoroughly seasoned to guard against warping and splitting. Steel plates and steel pins hold the blade and handle firmly together, while copper rivets, clinched on both sides are used to fasten the plates on the wood. The finished product is a peel blade which

WILL NOT WARP OR SPLIT

If you are losing money because of the breaking of peel blades you should investigate the Schroeder product.

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Shall we send it?

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Courses in BAKING, Milling, Pure Yeast Culture, Technical Control of Baking Operations, Baking Engineering

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Only those students with at least two years of practical experience will be recommended to master baker positions.

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Efficiency Inspection: In case of serious technical difficulty, such as a constantly faulty product, the services of the Inspection Department may be called upon to furnish baking experts to determine the cause, when not evident from laboratory examinations.

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Our Scientist will work to solve any technical problem in the baking industry.

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WANTED.—Working foreman for small bakery, turning out from eight hundred to a thousand loaves of bread per day. Must have an extensive knowledge of modern bread methods, and be able to specialize on straight and sponge doughs. Must be married, sober and reliable and able to furnish first class reference. State salary and how soon you could accept position. Answer to P. O., Box No. 1664, Dallas, Texas.

Q5

WANTED BREAD FOREMAN to take charge of shop with twelve ovens. Must be up-to-date, know how to handle labor and make first class goods. Address, B. C., care BAKERS REVIEW, Woolworth Bldg., New York City.

Q6

SALESMAN.—To handle the very best line of machinery and equipment now offered to the baker, either on a commission basis or otherwise. Address C. L., care BAKERS REVIEW, Woolworth Bldg., New York.

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FOREMAN—Wants steady position with reliable firm. Large bakery preferred. Understands all modern machinery and managing men. Have extensive knowledge of modern bread methods, also pastry. Fifteen years' experience in up-to-date machine shops. Married, sober and reliable. Can furnish first-class reference. Will go anywhere. Address, Foreman, care BAKERS REVIEW, Woolworth Bldg., New York City.

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P1

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P9

BAKERY FOR SALE.—St. Paul, Minn. Doing \$40,000 business yearly. Eight room house, modern, bakery store and house connected with bakery. Full basement, two patent ovens, machinery in shop, in fact everything up-to-date. Ten horses, five wagons. Selling direct to consumer. Business could be doubled easily. Ill health cause of wanting to sell. Address, Y. F., care BAKERS REVIEW, Woolworth Bldg., New York City.

Q7

BUSINESS FOR SALE.—Bakery for sale in city of 12,000 people; about 50 miles from New York; wholesale and retail business, baking 35 barrels per week; modern equipment; fullest investigation invited; the building also for sale or to lease. Good opportunity for a quick buyer. Proprietor has other interests. Address, F. B., care BAKERS REVIEW, Woolworth Bldg., New York City.

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FOR SALE.—Home Bakery, good location, no competition, doing good business, established six years by present owner. Will sell cheap if taken at once. Blanche Lockwood, 1758 W. 95th St., Chicago, Ill.

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FOR RENT.—Store and bakery in Wilmington, Del., baking from 45 to 50 bbls. weekly. Equipment: 1 Duhrkop oven, 1 Steamboiler, 1 4-hp. Triumph Dough Mixer, 1 Hopper and Flour Sifter and Water Tank. Stable: 4 horses, 3 wagons and harness. A going business, owner retiring. Address: W. D., care BAKERS REVIEW, Woolworth Bldg., New York City.

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IDEAL STEAM BOILER, the best on the market for bakers. Let us send you particulars. A. P. Pfeil, 126 Steuben St., East Orange, N. J.

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BEST CASH PRICE paid for 140-lb. jute flour bags, and cotton flour bags. William Ross & Co., 411 North Peoria St., Chicago, Ill.

A GREAT BUSINESS OPPORTUNITY.—There is a great opportunity to establish pretzel bakeries, especially through the middle West. With the invention of improved machinery the pretzel business has been greatly simplified, with larger profits to the manufacturer. Look your territory over. I am in a position to build your ovens or remodel old ovens, equip your bakery, and teach the making of all kinds of pretzels. My special brand is the famous Lititz Pretzel, the great pure good pretzel. Not a large outlay of money needed to start a business. Can furnish men for permanent positions as foremen or managers. Write at once for open dates, and price. Thomas H. Keller, Jr., 26 S. Lime St., Lancaster, Pa.

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Jaburg-Miller Co., Inc., New York, N. Y.
Mills, Thos. & Bro., Philadelphia, Pa.
Read Machinery Co., York, Pa.
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BAKERS REVIEW

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All the News for all the Trade.

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SEPTEMBER, 1916

Subscription
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Foreign

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BAKERS REVIEW

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What One Baker Did In A Small Town



HERE are still a great many small bakers throughout the country who believe that their opportunities in a small town are too limited to warrant their investing to any great extent in modern equipment. On the face of it, this would seem true, nevertheless there are growing instances to be seen in progressive little cities throughout the United States which prove conclusively that a modern well-equipped, up-to-date bakery proves as successful in small centers of population as in larger ones. The writer is personally familiar with hundreds of specific instances; sooner or later there will undoubtedly be a model baking establishment in every city with a population of 5,000 and over.

Interesting proof of this was afforded the delegates enroute to the Convention at Salt Lake City last month. A large party left Chicago in a special train and after riding for over two days through a vast country, a large portion of which was seemingly undeveloped and barren, they finally reached a little summer resort in Colorado — Glenwood Springs. All day the party had ridden through great canyons of the Rocky Mountains with only occasional signs of habitation evidenced every few miles by the huts of miners built on the mountain sides. When the party got out at Glenwood Springs, therefore, the thought that there was anything to see in the baking line probably never entered the head of anyone. But the news soon spread. In this little town they found one of the most progressive and up-to-date bakeries anywhere in the United States and during their few hours stay at this resort, the proprietor of this bakery, Mr. C. E. Big'ham, had the pleasure of hearing his place complimented in words of genuine praise by many of the largest and most prominent bakers in the United States.

When Mr. Big'ham started his place at Glenwood Springs there was every evidence to indicate that it would not pay him to operate anything but an old-fashioned bakery along the cheapest lines possible, but nevertheless Mr. Big'ham was ambitious and determined to try to make his place as modern and up-to-date as in any other city. The immediate result was great success and his place to-day is one of the most interesting show-places in this famous resort town. He does a large business and most of all he has a plant that he is proud of in every way. It is equipped with every modern device that can be used in a bakery of this size and his establishment throughout is as scrupulously clean as it is possible to make it.

On entering this retail store, his patrons can see his entire work-shop through plate glass, even including large ovens with tile front and all are cordially invited at all times to make a close personal inspection. This has resulted in a large business and Glenwood Springs to-day undoubtedly is one of the largest users of bakers' products of any town of this size in the United States.

If you are located in a small town and are running only an ordinary kind of a bakery you can easily double your business and more than double the consumption of bakers' goods by operating a shop of this kind. Why not make a start now and begin to feature the 10 cent loaf and the very highest grade goods? Study the advertising pages of Bakers Review carefully and you will find profitable, money making ideas on every page—ideas such as Mr. Big'ham built his success upon.

A FEW MOMENTS WITH OUR ADVERTISERS

J. B. Ford Co., Wyandotte, Mich.—After a careful study of the conditions with which bakers have to deal and what they wish to accomplish. The J. B. Ford Co. finally succeeded in placing on the market an article that "cleans clean." It contains no organic matter, no fat, oil or grease. It is readily soluble and no more harmful than pure water. It is so thorough in its work of cleaning that not only is the dirt and objectionable matter removed, but they are so completely removed that many ill smelling and rancid odors which may have been present are also removed. This product can be secured from your supply house or direct from the manufacturers in barrels or kegs. A very liberal proposition is made you on page 13 this issue.

Sheridan Commercial Car Co., Chicago, Ill.—This concern has now entered the field of motor trucks for bakers, and in doing so are offering a 1,000 pound commercial car for delivery of bakery products at \$540. It is claimed that by the use of this car you can increase the efficiency of your delivery system 500 per cent. over the horse drawn vehicle. A number of other advantages are claimed for the Sheridan Car in their advertisement on page 14 in this issue.

Max Oscher Company, New York, N. Y.—BAKERS REVIEW takes a great deal of pleasure in announcing to its readers that this well-known reliable firm occupies the front cover of this issue. The success Max Oscher Co. have had in the consolidation of some of the largest bakery firms in this country is sufficient reason why they are equipped to handle bakery investments. Catalog "R" tells you all about it. Write for one—there will be no obligation on your part.

Bailey Oven & Machine Co., Philadelphia, Pa.—Our readers will be glad to know that this concern is again advertising the famous Bailey Oven through the columns of BAKERS REVIEW.

Normalair Co., Winston-Salem, N. C.—The use of Normalair Humidifiers in bake shops are rapidly increasing as a bake shop to be efficient can not get along without one. The manufacturers of this humidifier claim prevention of crusts, saving of yeast, insuring uniform and finer textured bread, and more loaves per barrel. Further information will be gladly sent you either by their N. Y. Agents, Dicks, Slosson Co., Inc., 302 Broadway, New York, N. Y., or direct from the company.

S. O. Lindeman, Richmond, Va.—A very interesting announcement of this concern is published on the inside front cover and page 96, this issue, on "Blue Bird" Service. Mr. S. O. Lindeman takes personal charge of bakeries using this service, and that he has succeeded is well evidenced by the growth of Wagner Baking Co., Detroit, Banner Grocers Baking Co., Cincinnati, Regan Bros., Minneapolis, and many other bakery plants.

Eney Shortening Company, Chicago, Ill.—Eney and Esco are the names of two brands of shortening made by this concern and only recently offered to the baker. The former is composed of pure kettle rendered beef fat and Wessonized Cotton Oil, while the latter brand is made of pure kettle rendered beef fat and oil pressed from sound corn. The manufacturers claim both products to be 100 per cent. pure and efficient.

ASK YOUR FLOUR DEALER FOR

FANCY SPRING
196
CAPTOR
B & G
PATENT FLOUR

AND

SPRING CLEAR
196
HUSKY
B & G
BAKERS FLOUR

BRANDS OF FLOUR



You Can Sell More Bread

if you deliver it in a VIM

A VIM'S a bundle of energy that will take you beyond a mere neighborhood trade.

It's a real hustler that will go after business beyond your present reach—and get it. It will deliver your bread to hundreds of new customers that now you don't even think of.

That is selling more bread. Think of what it means in profit.

A VIM'S a bundle of aggressiveness that's never content till every customer is served and *satisfied*.

No tardiness. No delays. Johnny-on-the-spot attention. Hurry calls and rush orders promptly filled. That is the kind of work the VIM is made for.

That is the kind of work that pleases old customers, makes new ones—and *sells more bread*.

And a VIM'S a bundle of economy, too.

Excess strength, excess durability, and long life of usefulness—that is what keeps repair bills so low that you don't notice them.

Let our nearest dealer *prove* these facts to you. And let him show you how you can buy your VIM on our **Special Deferred Payment Plan**, and pay for it while it's paying for itself.

\$725

Closed Panel Model

Complete F.O.B. Phila.



\$695

Open Express Model

Complete, F.O.B. Phila.

See our dealer in your vicinity or write for catalog

VIM MOTOR TRUCK COMPANY, Philadelphia, U. S. A.

NEW YORK CITY
56 Street and Broadway

CHICAGO
1223 Michigan Ave.

BOSTON
68 Brookline Ave.

PITTSBURGH
6117 Broad Street

KANSAS CITY
601 E. 16th Street

SAN FRANCISCO
1600 Van Ness Avenue

Sales and Service Stations in 539 Cities and Towns throughout the United States



RED STAR

COMPRESSED YEAST

- The Yeast that makes
the sales-increasing loaf
- That appetizing flavor
- That delicious taste

RED STAR COMPRESSED YEAST CO.
79 BUFFALO ST. — MILWAUKEE, WIS.



The "SPEARHEAD" Miller Opens The Gates to The World's Finest Wheat Fields.

We Put Experts Into These Fields

The "SPEARHEAD" Expert *knows* wheat. He knows the flour-making qualities of every variety grown. He selects only the highest grades for

SPEARHEAD FLOUR

With his own hands — right from the sheaf — he gathers samples for the "SPEARHEAD" Mills. These samples are scientifically tested. They must meet the most rigid requirements before being milled into "SPEARHEAD FLOUR."

That is why "SPEARHEAD FLOUR" makes better bread *and more of it* — that is why the quality is the highest of any flour milled.

"The Quality Never Changes"

Bernhard Stern & Sons

Members of the National Association of Master Bakers

MILWAUKEE

A wrapped loaf sells where an unwrapped loaf would grow stale!



The wrapped loaf has attractiveness that means sales

Put yourself in the place of a customer who has the greatest respect for cleanliness. The customer walks up to a counter where wrapped and unwrapped bread is displayed selecting the wrapped loaf because he knows it is clean, its moisture and flavor is preserved and because the wrapper itself attracted him through its neat design.

Mr. Baker,—WRAP YOUR BREAD. Don't stop to think of the slight additional expense. You'll sell three loaves of bread when you formerly sold one. We will send you a wrapper specially designed for your needs—simply tell us what you would like and we'll do the rest. This will cost you nothing. Write.

NEWARK PARAFFINE AND PARCHMENT PAPER COMPANY

OFFICE—West St. Bldg., New York FACTORY—Newark, N.J.

UNIVERSAL

PAN CLEANING and GREASING MACHINE

PATENTED APRIL 4th, 1916

**USERS ARE PLEASED
WITH ITS OPERATION.**

THE CAMPBELL BAKING COMPANY

MERIT BREAD

"Fresh from Our Bakery to Your Home"

Thirtieth and Troost

P. O. Box 1008

KANSAS CITY MO. June 28, 1916.

ADJUSTABLE

REVERSIBLE

SANITARY

BELT OR MOTOR DRIVE

PRICE UPON REQUEST

Koenig-Keller Company,

Lancaster, Pa.

Gentlemen:—

Answering your letter of June 26th, will say that we like your pan greasing machine very much. We have ordered the second machine from you, which shows what we think of it.

Yours very truly,

THE CAMPBELL BAKING COMPANY.

BY *Sam M. Campbell*
President.

WMC:R

The Koenig-Keller Co., 530 East King St., Lancaster, Penna.

N. Y. representative—Jaburg-Miller Co., 137 Hudson St.

Facilities Second to None in the World

Some time ago it occurred to us that since our facilities and experience in the manufacture of cleaning specialties were second to none in the world, we ought to be able to make something for the Baker.

With this thought in mind we began a systematic study of the conditions with which Bakers have to deal and what you wish to accomplish. With a knowledge of the requirements obtained in this direct way we began a series of tests and experiments which resulted in producing a material peculiarly adapted to the work to be done in the Bakery.



is the name of this material, and as the name suggests, it washes everything clean and sanitary, and does it, too, with less work and at less cost than those washing materials you are accustomed to use.

It contains no organic matter, no fat, oil or grease. It is readily soluble, and no more harmful than pure water. It is so thorough in its work of cleaning that not only is the dirt and objectionable matter removed, but they are so completely removed that many ill-smelling and rancid odors which may have been present are also removed. And another good thing about this cleanser is this, it sweetens and freshens sour and stale places.

How much, then, is all this worth to you? If the changing to this cleaner meant added expense you might want to think it over. But as it does not add one cent to your present cost for cleaning do you think it a good business policy to hesitate even for a day making this change which means so much.

Indian in Circle



In Every Package

Ask your supply man to ship you a barrel or keg of this remarkable material, and if you do not find it all we say return the unused portion at our expense and no charge will be made for what you have used. If he cannot supply you, write us.

The J. B. FORD CO., Sole Mnfrs., Wyandotte, Mich.

This Cleaner has been awarded the highest prize wherever exhibited.

IT CLEANS CLEAN

Ready
for
Delivery
Ready
for
Work



Capacity 1000 Pounds
\$540
Chassis Price—
\$490

The Sheridan COMMERCIAL CAR

Offers Efficiency that Is Inexpensive

Economy of upkeep is the chief requirement of the careful commercial car buyer. He is looking for low cost of upkeep and for the features in construction that insure it without sacrifice of strength, reliability and power. He is looking for efficiency that is inexpensive.

This is the day of the light delivery car. And here is a light commercial car that fits and serves more lines of business at a lower first cost and at a lower cost of maintenance than any other delivery car in the half-ton field.

Modern folks expect promptness. They demand service. They want their purchases of today delivered TODAY. And modern merchants, the live, progressive dealers in thousands and thousands of towns, all over the country, whose delivery problems are daily getting bigger and bigger on account of the service their customers are expecting of them—these men are in the market for the right kind of a light delivery truck. It is right here that the SHERIDAN steps in. It solves over 80% of all delivery problems. Its thousand pounds capacity is ample for the average load of merchandise, tools or supplies of practically every line of business.

In designing and building the SHERIDAN the first consideration of our engineers was what it must do, where it must go, who must use it, the roads and loads. Its economies are marvelous. It does the work of four horses, easily, quickly and at less cost. The service it renders is steady and continuous. For the SHERIDAN is built to stand up. It is not a make-shift. It is not an attachment. It is not a built-over touring car. It is not an experiment. It *will* deliver the goods.

THE SHERIDAN IS READY—ready for delivery—ready to go to work for you. ORDER NOW and we ship NOW.

Send today for the big SHERIDAN folder. Free of charge to any address on request. It will tell you just why the SHERIDAN is the high-water mark of economy in the commercial car field. It will show you just how no expense has been spared to make the SHERIDAN trouble-proof and fool-proof. It will show you just how the SHERIDAN'S half-ton load capacity, mounted on a full ton chassis construction, gives you all you are looking for in delivery car power, service and economy.

For Prompt Attention Address Desk 31

Sheridan Commercial Car Co.

FACTORIES: HARVEY, ILLINOIS

General Sales Offices, 1509 Michigan Ave.
CHICAGO

Brief Specifications

Capacity — 1,000 lbs.
Multiple Disc Clutch
Water Cooled
Motor $3\frac{1}{8} \times 4$
Unit Power Plant
Selective Type Transmission with Three Speeds Forward and One Reverse
Bosch Magneto
Wire or Wood Wheels
Completely equipped with storm curtains all around

The Sheridan
Chassis is
adaptable for
any style of
closed or open
body you
desire.

ARE YOU SINCERE?

You say you would like to Make Better Bread

IF you do, the way is open but you must turn your good intentions into action if you are to succeed. Consider the folly of the baker who is satisfied to make the same kind of a loaf his father made. To succeed, you must do better—you must learn the better way, and the best way today is the modern way—the scientific way. To reach out for a bigger business—to build a better baking reputation and reduce production cost—use



YEAST FOOD

(U. S. Reg. Trade Mark issued May 9, 1916.)
(United States Patent Nos. 1151526—1158933—1158934)
(Also patented in principal foreign countries)

Arkady Yeast Food is not a miracle worker nor is it a laboratory theory. It is the finished result of years of hard work and scientific research and has successfully stood the test of continued use in making millions of loaves in the country's largest bakeries.

What Arkady Will Do for You

Arkady Yeast Food will give you better and easier control of fermentation, give greater dough stability and produce a finished loaf better in texture, bloom and flavor. 50% less yeast is required when it is used and a saving of 2% in flour, and 20% in sugar with a greater yield of loaves from every dough batch is secured because of its

action in conserving these ingredients from yeast consumption.

Write today and let us tell you the whole story about Arkady—what it is doing for many bakers and what it can accomplish for you.

Beware of imitation products. They are infringements on our patents and will be prosecuted.

Address all inquiries to
Research Products Department

WARD BAKING COMPANY

NEW YORK, N. Y.



Money IS Made Making Pies

Obsolete hand-methods won't bring you a profit.

High priced skilled labor won't bring you a profit—

And neither will any system or process that will not turn out pies in sufficient quantities to cut down their cost per pie.

Any Baker Can Make Pies With **Colborne Pie Machines**

Any baker who is making pies can increase his output, make a more uniform pie, save in dough and dusting flour and cut down on his labor bills, by using Colborne Pie Machinery.

Here's a Book That Proves It—

There's a little book just off the press—"Making Money Out of Pies"—that every baker ought to have. It is bristling with facts and figures and besides containing some practical suggestions, gives the testimony of many bakers who are making real profits out of pies. You can have a copy for the asking—use the coupon to the right or send your name on a post card.

COLBORNE MFG. CO.

160 W. Division St.

CHICAGO

Firm

Your Signature

City

Street

State

Colborne
Mfg. Co.
160 W. Division Street,
Chicago.
Send us a FREE
copy of your new
booklet, "Making
Money Out of Pies."
This does not oblige us.



BREAD LABELS

At Reasonable Prices



*"Seal and Save—
The National Way"*

ARMLEDER BAKER WAGONS



THEY COST LESS
THEY LOOK BETTER
THEY WEAR LONGER
2000 WAGONS IN STOCK
CONVENIENT TERMS
PROMPT SHIPMENT
303 STYLES & SIZES
WRITE FOR FREE
100 PAGE CATALOG

ARMLEDER 1129 PLUM ST. CINCINNATI O

BREAD LABELS



JUST PUBLISHED
A beautiful
CATALOG
loaded with
**MONEY-MAKING
SUGGESTIONS**
Write today

**PERFECT
BREAD
14 OUNCES
WAGNERS**

THE MIRROR PRINTING COMPANY BREAD WRAPPERS
KALAMAZOO, MICH. JAKE BOX LABELS

*Better
Bread*



CROWN MALTOSE

*IS the very best kind of sugar for bread
baking purposes*

IT IS NOT a secret formula which leaves the baker in the dark as to what he is putting in his bread. Buy Crown Maltose and know that you are simply using the sugar which is without equal in bread.

IT IS the ideal yeast food and will produce a *moist* loaf with an appetizing flavor, a silky texture and close grain, perfect bloom and volume. Buy Crown Maltose for results.

IT IS NOT a Malt flour, or Malt Extract. Neither is it a chemical concoction of mineral salts, glucose, and other ingredients. Buy Crown Maltose for Quality and Quantity Bread.

IT IS a pure, and unadulterated straight MALT SUGAR (no blend or by-product), guaranteed by us to be pure and wholesome and in conformity with all state and national pure food laws. Take no chances—buy Crown Maltose.

IT IS NOT a liquid. Crown Maltose is a dry sugar; You therefore have no water to pay for. Buy Crown Maltose and get your money's worth.

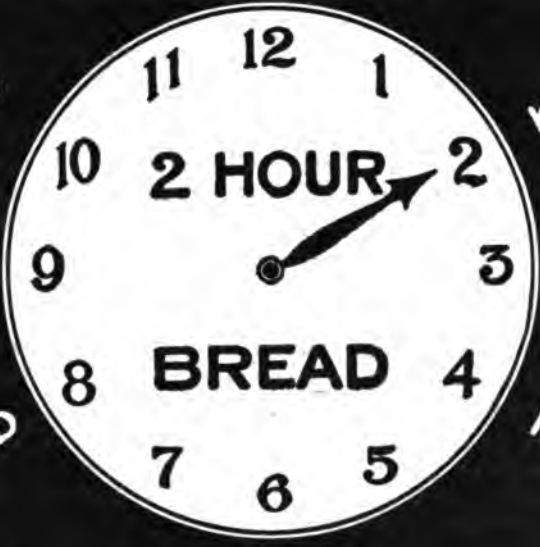
IT IS guaranteed to satisfy.
Write for sample and particulars.

CROWN MALTOSE COMPANY
116-120 S. Green St.
CHICAGO



THE DAWN OF A NEW ERA IN BREAD MAKING

Herendeens—



GOOD SWEET BREAD
EVERY DAY

LARGER SALES

MORE EASILY DIGESTED

KEEPS FRESH LONGER

REDUCES STALE

NO CHEMICALS USED

the New Process

For Particulars
Address—PROCESS DEPARTMENT
CHARLES HERENDEN MILLING COMPANY
1603 LYTTON BUILDING
CHICAGO, ILLINOIS

Ovens and Accessories

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THE OVEN THAT MAKES GOOD-ALWAYS



Six of the Seven Ovens Built for the Standard Baking Co., Harrisburg, Pa.

STANDARD OVEN CO.

1835 Oliver Building

PITTSBURGH, PA.

Hubbard Ovens

**From Bread to
in One**

Ask the man who is using a Hubbard Oven why he prefers it and he is ready to tell you its capacity, its economy to operate and its convenience.

Hubbard and German-American Ovens bake perfectly. With one firing a day, you can bake bread, pies, cakes and rolls while the oven goods are cooling down.

Hubbard Ovens are profit makers. They are portable. May be taken down, moved, and set up in a few hours. They are the only safe oven. Don't forget that you can exchange your small oven for a large one.

Let us show you the better way

HUBBARD OVENS

1138 Belden Avenue

Largest Manufacturers and distributors of Ovens
Made in the Largest Oven Factory

PHILADELPHIA, PA.
43 W. 7th Street

NEW YORK, N. Y.
264 W. Broadway



Continuous Bakers



Cold Oven Goods Hour's Time

Hubbard or German-American
sure to mention its unusual
evenness in baking.

Ovens bake all classes of goods
these ovens hold the heat for
required, and take care of cold

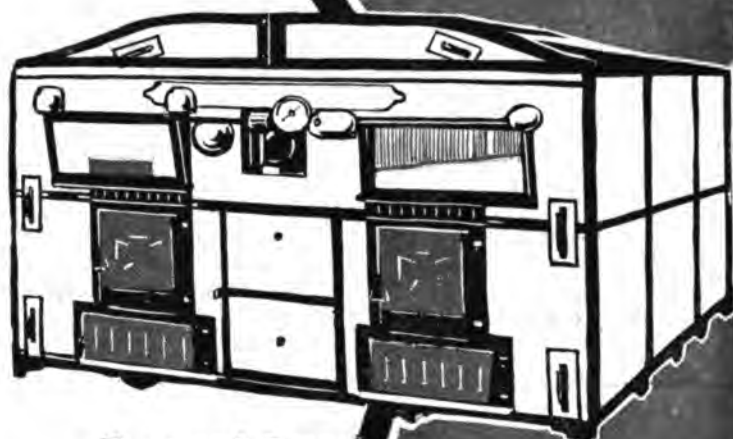
ers and fuel savers. They are
ed and set up again in a few
for the growing shop. Don't
Hubbard Oven for a larger one.

to better baking

COMPANY
CHICAGO

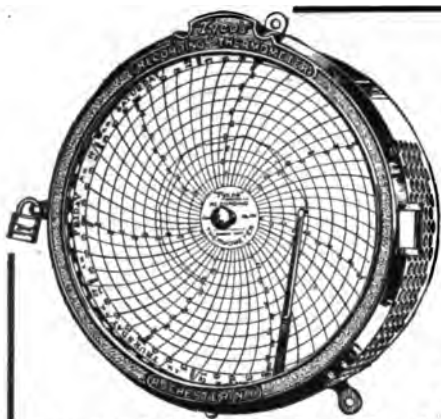
of Ovens in the World.
ory in the World

KANSAS CITY, MO.
116 W. 8th Street



Front and Rear
Fire





For Your Dough Room

Where knowledge of temperature governs results, this *Tycos* Recording Thermometer is invaluable; it enables close checking on the process; eliminates that human element, the guessing at temperature; records second by second the whole day long the exact temperature. No going wrong.

Ask for bulletin covering this *Tycos* Instrument No. 8,000

We know the needs of baking and meet them squarely with accurate serviceable temperature measuring instruments for its every requirement.

Every Thermometer bearing H. & M. *Tycos* makes honest claim to supremacy, every manufacturing step carefully worked in detail; industries and application carefully studied.

May we suggest that no matter what problem in thermometry you have to face, that you avail yourself as of our suggestions as to providing the proper instruments.

Bulletin No. 900 on Thermometers for Bakers, Cracker Manufacturers, Confectioners and Kindred Manufacturing Operations cheerfully sent on request.



The H&M Division
Taylor Instrument Companies
Rochester, N.Y.

Roid Portable Oven

is the lowest in price, most easily managed, greatest saver of fuel and the most satisfactory portable oven on the market. They save time and labor. They have a successful record of over twenty years and are warranted to give complete satisfaction.

For pamphlet and price list address

REID PORTABLE OVEN CO.
619 Main St. - Buffalo, N. Y.



Electric & Graphite Pyrometers

Absolutely correct and durable for indicating the exact heat in Bake Ovens. Suitable for any style of ovens. More accurate than a glass thermometer which breaks. These don't. Moderate in price, both kinds, and durable for years.

AUGUST ZAUBITZ, Sole Mfr. and Patentee
Established 1879 96-97 Cliff Street, NEW YORK

OVEN PYROMETERS

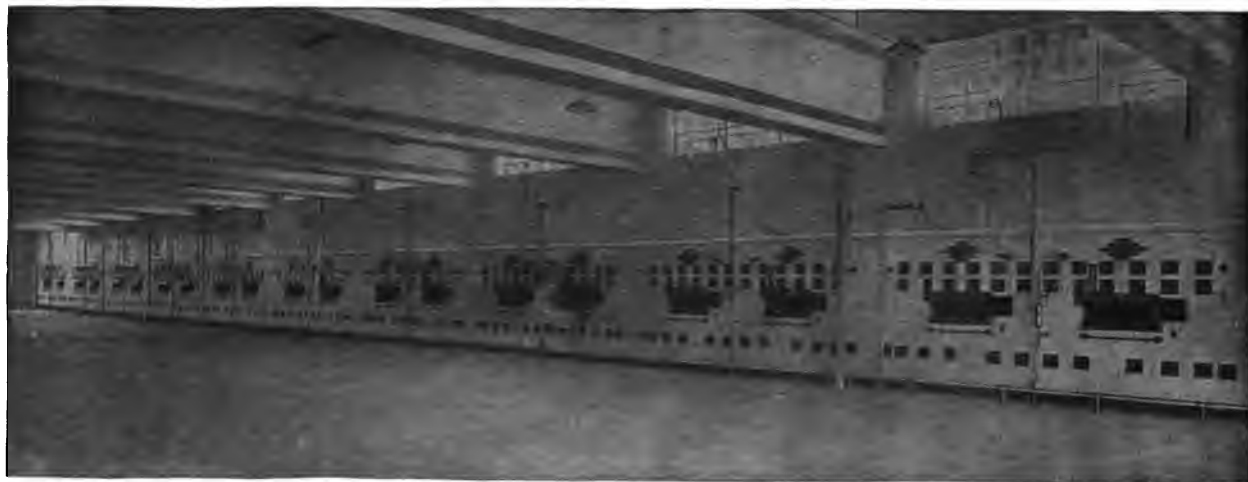
For Brick or Portable Bake Ovens

Accurate
Durable
Adjustable
Faint



White Dial, Black Figures
ROBERTS PORTABLE OVEN CO.
2016 N. Major Ave., CHICAGO

PETERSEN OVENS Produce the Finest Bread and Cakes



Uniform crust—delicate color—evenly baked—fine texture. These qualities in your products compel sales. PETERSEN Ovens Produce Goods That Sell.

BUILT ONLY BY

THE PETERSEN OVEN COMPANY

Eastern Office:
1112 Tribune Building
NEW YORK, N. Y.

ESTABLISHED 1879
Main Office:
112 West Adams St.
CHICAGO, ILL.

Western Office:
508 Pacific Building
SAN FRANCISCO, CAL.

WE KNOW HOW



BENNETT OVENS

PERFECT equipment is essential to prosperity. Where would the Baking Business be today if the bakers were still using the antiquated built-in brick ovens that were universal in the "yes-terday of the baking industry"?

The greatest improvement in oven construction is the BENNETT—features that are exclusive and unknown

in any other type of oven. The BENNETT contains every essential that makes for *oven quality* and *oven results*, that insure productiveness and a better quality of goods. This is why successful bakers are equipping their establishments with the BENNETT—an oven built by an organization with over 20 years' oven-building experience back of it.

Send for Catalog "R" that describes the BENNETT.

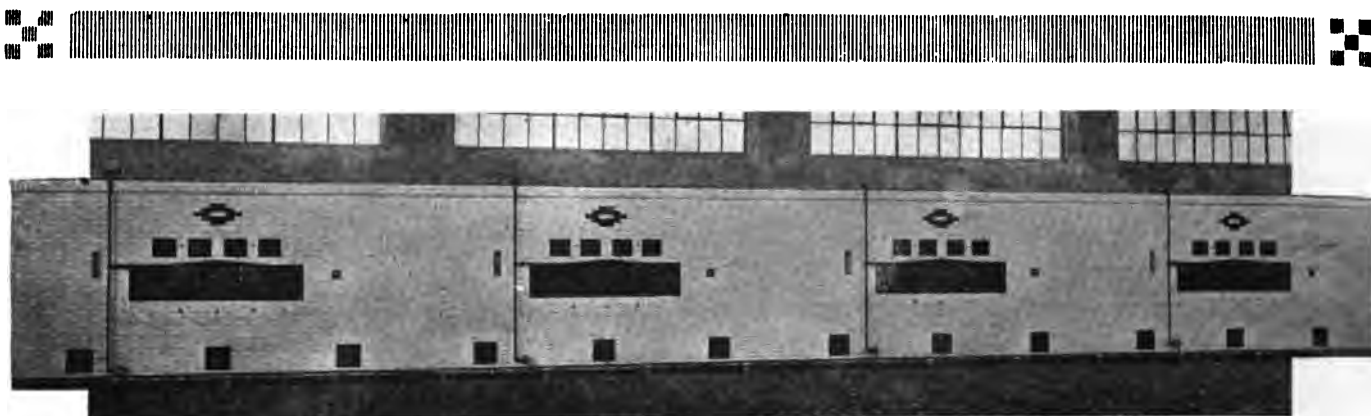
Bennett Oven Company

OVEN EXPERTS
Battle Creek, Mich.



Mutual Reciprocity—"Saw it in BAKERS REVIEW."

Digitized by Google



Battery of Duhrkop Ovens at the Great Atlantic and Pacific Tea Co.

—another instance—



The Duhrkop Oven business was founded in 1887

and the first ovens built were for the Fleischmann Bread Company. These ovens are still in service.

Since then over TWO THOUSAND DUHRKOP OVENS have been built, and every one of the TWO THOUSAND are giving satisfaction,

NINETY PER CENT of our business last year was from old and satisfied customers. Good ovens were built in 1887, and each year has been some improvement, based not only on our own experience, but on suggestions from bakers for whom they were built.

THE DUHRKOP OVEN today is the culmination of twenty-eight years of experience. Were we offered \$10,000 to build a better oven we could not build one better than the ones we are now building.

We have one price and one grade of oven, and that is the BEST.

where the DUHRKOP reputation has won a large installation.

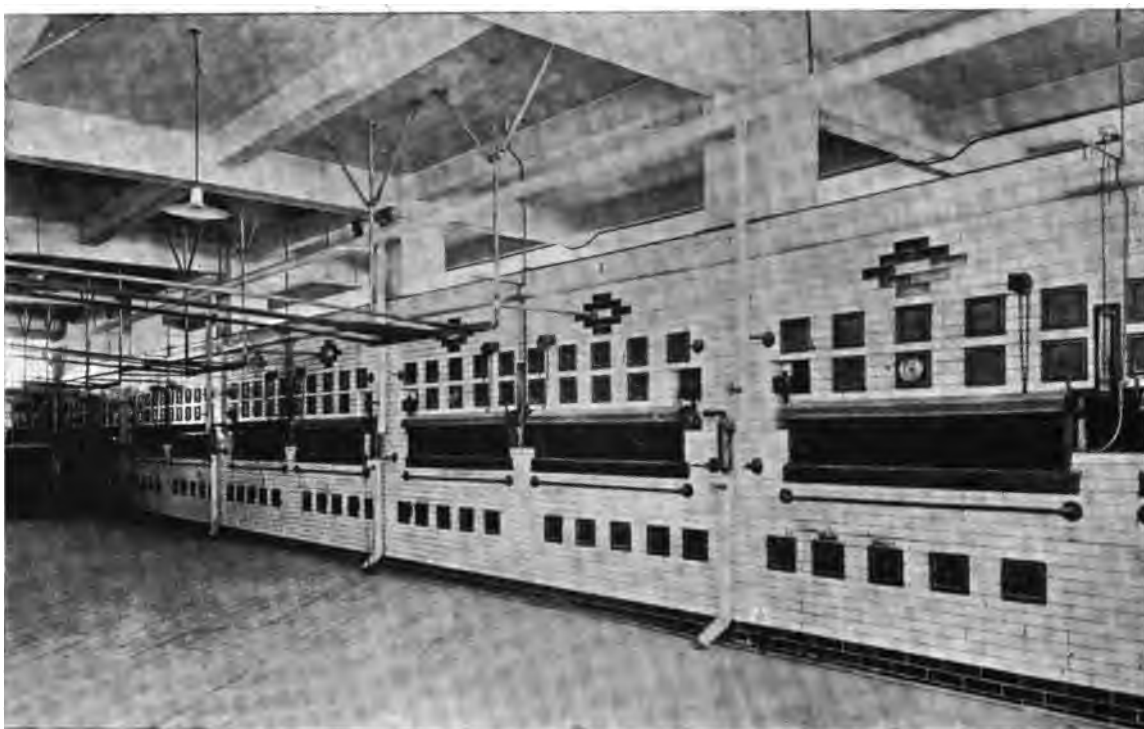
The Great Atlantic & Pacific Tea Company recently installed a battery of four DUHRKOP OVENS in their new plant in Jersey City, N. J., and these ovens are performing just as effectively and economically for the above company as other DUHRKOPS are in hundreds of large baking establishments throughout the country.

The DUHRKOP reputation — gained through giving honest value, honest material in construction and maximum service—is protective; it means *results* for the baker who uses *one* DUHRKOP or a battery of them.

Full particulars on request

Duhrkop Oven Co.
2525 Park Row Bldg.
New York, N. Y.

Associate Member of the National Association of Master Bakers



The four sides, top and bottom of this battery of Petersen Ovens are insulated with Nonpareil Insulating Brick.
Dugan Brothers, Bakers, Brooklyn, N. Y.

The Foremost Bakers in the Country Use Them

It is said, "A man is known by the company he keeps." By the same token then, is it not also true that the worth of a product is shown by the kind of people who use it?

Such being the case, a glance through the list of those using

Nonpareil Insulating Brick For Bake Ovens

will indicate their merit at once. Most of the big, successful bakers of the United States, such people as

Loose-Wiles Biscuit Co.,
Ward Baking Company,
Freihofer Baking Co.,
Regan Brothers,
Wagner Baking Co.,

New York
7 plants
5 plants
Minneapolis
Detroit

Gordon & Pagel Co.,
Dugan Brothers,
Schulze Baking Co.,
Campbell Bread Co.,
Liberty Baking Co.,

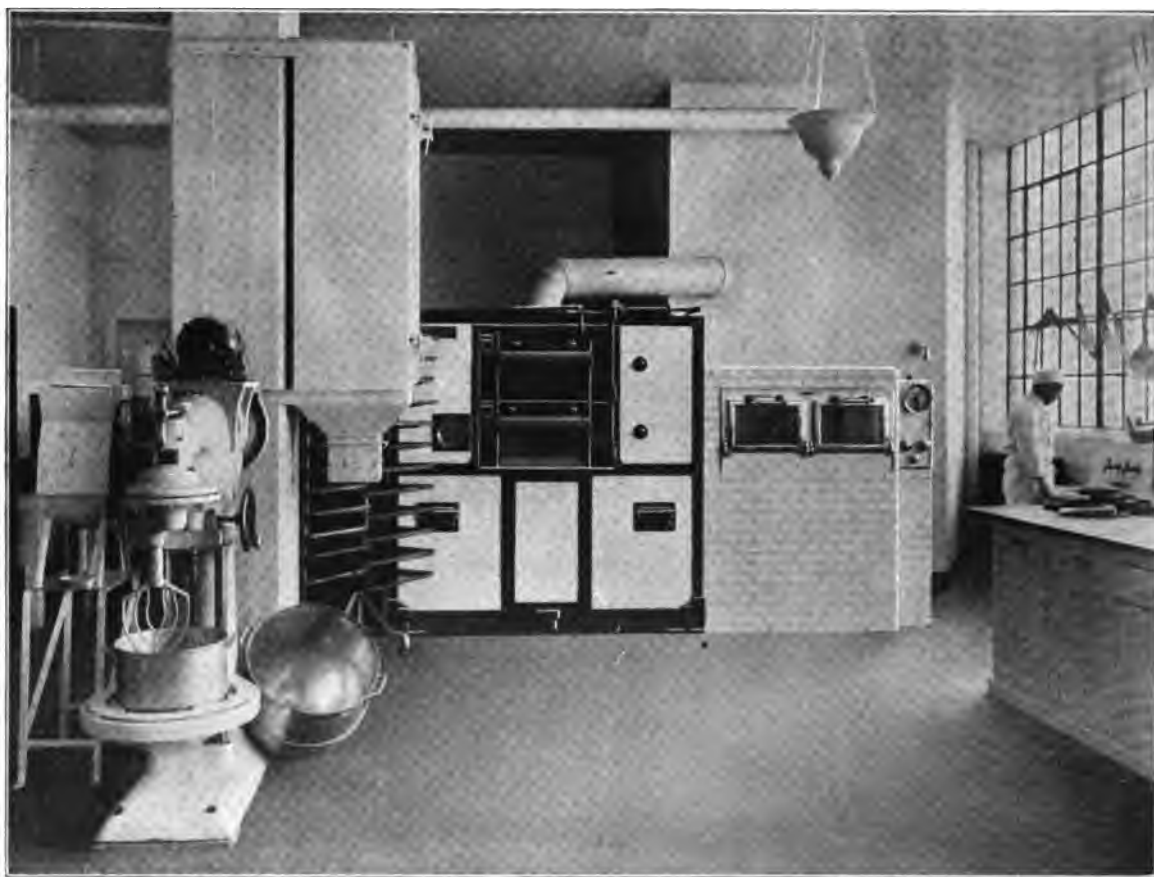
Detroit
Brooklyn
Chicago
Kansas City
Pittsburgh

and others, have not only used Nonpareil Brick in the past, but are having practically all of their new ovens protected against heat loss with them. Isn't this pretty good evidence that Nonpareil Brick pay a profitable return in heat saved?

A sample Nonpareil Insulating Brick and full information as to how they save money in bakeries will be sent, free of charge, on request.

Armstrong Cork & Insulation Co. 154 Twenty-fourth Street
Pittsburgh, Pa.

Also Manufacturers of Nonpareil Corkboard for Dough Rooms
and Nonpareil High Pressure Covering for Steam Lines



THE above illustration shows an installation of a Middleby-Marshall Double oven—White porcelain enamel finish.

Note the sanitary appearance and systematic arrangement of all the equipment in this shop. What better evidence of quality can a baker offer to the discriminating housewife than a modernly equipped, well ventilated, spic and span bake room? Here it is that the quality is put in or left out of the baked goods. Remember that plate glass fronts, elaborate window displays and glaring advertisements will not turn poorly baked goods into quality baked goods. Bake room quality comes first and bake room quality is impossible without a good oven.

You bakers who are striving to produce the highest quality of baked goods—you are the men to whom we desire to furnish proof concerning the many advantages of Middleby-Marshall ovens. The more you know about ovens the more readily you will appreciate the efficiency and economy of Middleby-Marshall ovens.

Write us now for illustrated catalogue, list of users and complete particulars.

Middleby-Marshall Oven Co.

The Largest Manufacturers of Bake Ovens in the World

CHICAGO, 762 W. Adams St.

For Sale in New England States by
MIDDLEBY OVEN MFG. CO.
284 State St., Boston, Mass.

ST. LOUIS, 604 S. Sixth St.

For Sale in Pacific Coast States by
E. CARL BANK
997 Maradeck Bldg., San Francisco, Cal.

PROFIT BY EXPERIENCE OF OTHERS

Read These Letters Down to the Last Word

Groton, N. Y., July 22, 1916

The Middleby Oven Co.,
Park Row, New York, N. Y.

Dear Sirs:

I can heartily recommend the Middleby-Universal continuous steam oven, as I have found it perfect. It is easily operated, burning a small amount of fuel, but the thing I like best about it is that it is always up to baking heat twenty-four hours a day, and every loaf of bread comes out uniform in color.

Yours truly,
(signed) Red Star Bakery
D. F. Yates, Prop.

Wharton, N. J., August 10, 1916

The Middleby Oven Co., 41 Park Row, New York

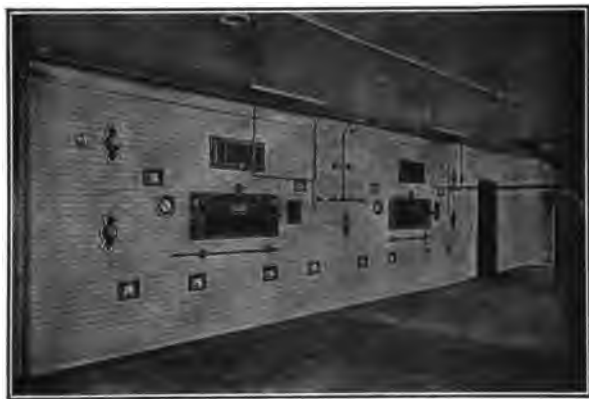
Gentlemen: We are very busy just now and that is the reason you did not hear from us sooner. Our Universal continuous oven is the best we ever worked with, and a lot better than you claimed. All our bakers think a great deal of the oven.

Very truly,
(signed) Greenbaum & Donahue Baking Co.

Write us to-day for more letters and all information concerning either the Universal Patent Steam Oven or the Middleby Inside Furnace Oven. We have thousands of satisfied users.

Manufactured by

MIDDLEBY OVEN COMPANY, 41-45 Park Row, New York



2 Single Deck Schaller Ovens constructed for the Sun Baking Co., Auburn, N. Y.

Repeat Orders Installed During the Past Three Months

C. Schwab, Rochester, N. Y. - 2nd Repeat Order
J. A. Seel Grocery Co., Rochester, N. Y.,
2nd Repeat Order, 2 Ovens
N. Graeffe, Rochester, N. Y. - 2nd Repeat Order
Albert Sayer, Ogdensburg, N. Y. - 2nd Repeat Order

Twenty-three Schaller Double-Deck Ovens
in Rochester, N. Y. — 34 in Pennsylvania

Write for Catalog describing the construction of both our single and double-deck ovens.—20 illustrations

THE ALBERT SCHALLER OVEN CO.
55 Averill Avenue ROCHESTER, N.Y.



The Meek Reel Gas Oven

(Patented)

Meets All Bakery Requirements

No matter how large or small capacity you have, **Meek Reel Gas Oven** will take care of your output—it is made in 12 different sizes—one of which will fit your requirements.

Bakes Bread - Cakes - Pies

Write for catalogue and further information.

MEEK OVEN COMPANY

NEWBURYPORT, MASS.

"CLEANED OUT THE RATS ENTIRELY"

Says the Mystic Milling Company,
Sioux City, Iowa, in writing of the
results obtained by using

THE RED CROSS RAT and MOUSE EMBALMER



Hundreds of bakers have
found our embalmer to
eliminate their rats and
mice and you can do the
same.

Our "Money Back If
Dissatisfied" policy pro-
tects you.

Write for particulars.

The Felix Girard Co.
(INCORPORATED)
2009 4th Avenue, South
MINNEAPOLIS, MINN.



No need of telling you about
them, **YOU KNOW**
what an annoyance they are!

GETZ Cockroach Powder Will Kill Them!

No danger to Humans or Animals.
It has no disagreeable odor to affect your bakery goods.

Thrifty bakers will find our goods the
cheapest in the long run as two appli-
cations a year are usually enough to
keep out Cockroaches. For Silver
Fishes and Ants it is necessary to use
powder more often.

5 lb. cans \$3.25, 10 lb. cans \$6.00
Getz Patent Blowers 25c each

Manufactured and sold by

W. D. HUSSUNG

1139 Pine Street

St. Louis, Mo.

Forwarding charges prepaid on all orders



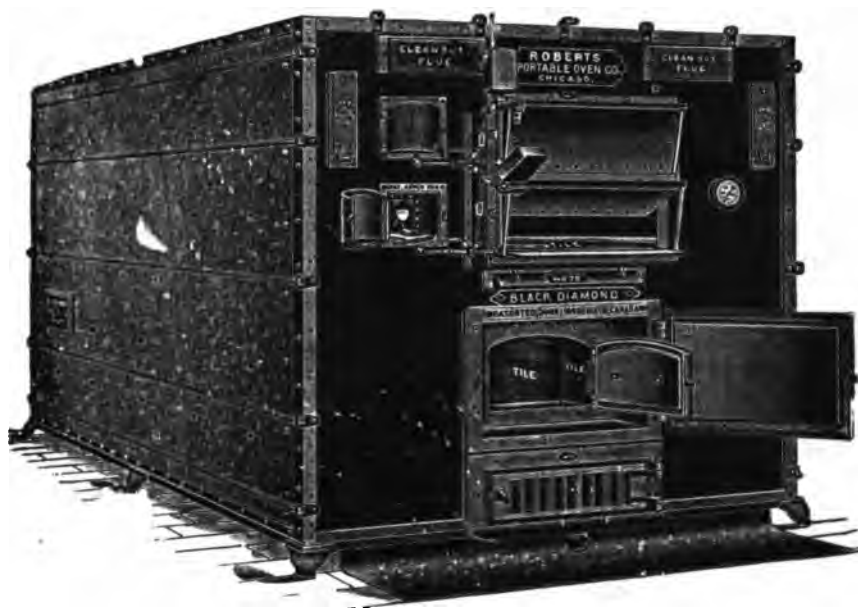
The Dependable Blodgett Oven

has back of it 70 years of Service.
It has become a *finished perfected*
article, and is the *biggest value* of
all portable ovens.

They are made in 7 sizes and burn
Coal, Wood, Natural or Artificial
Gas.

Send for a list of Bakers using our
Ovens and for our regular *Blodgett*
Oven Literature.

The G. S. Blodgett Co.
Burlington, Vt.



Is Your Oven An Investment Or An Expense?

A bake oven is either one of two things. An investment or an expense. The oven which is an investment makes profits for you, while the oven which is an expense takes profits from you.

If the oven you are now using does not economically and efficiently produce quality baking results then it cannot be considered a good investment and the quicker you get rid of it the better off you will be.

Black Diamond ovens are a "Gilt Edge" investment because when you buy a Black Diamond oven you take no risk whatever as to its efficiency. They are designed on practical and proven principles and only the very best of materials are used in their construction. The method of heat circulation and heat control used in all Black Diamond ovens assures a uniform temperature at a ridiculously low cost for fuel, and the durability of these ovens is a guarantee that none of your profits will be wasted on repairs.

The fact that Black Diamond ovens can be moved is another reason for their being a "Gilt Edge" investment. If you should desire to change the arrangement of your bake room or move to a new location you can move your Black Diamond oven in a few hours' time at a trifling cost without in any way impairing its efficiency. This is surely a feature worth while to every baker who expects his business to grow.

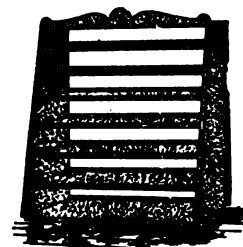
You can investigate Black Diamond ovens without incurring the least obligation. We will gladly send you catalogue and full particulars.

Roberts Portable Oven Co.

2016 N. Major Avenue, Chicago

New England Selling Agent
H. G. W. YOUNG
61 Hanover St., Boston, Mass.

Canadian Manufacturers
BRANTFORD OVEN & RACK CO.
Brantford, Ont.

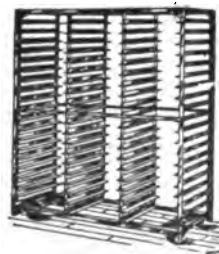


Bake Shop App'iances

The Roberts line of bake shop appliances includes a wide variety of time and labor saving equipment. The quality built into our appliances have made them the best choice of bakers who want the best.

Pan Racks
Proofing Closets
Dough Troughs
Pan Trucks
Benches
Coal Carriers

We issue a separate catalogue which illustrates and describes our big line. Every baker should have a copy on file for ready reference. If you have not as yet received one of these useful catalogues write for it now.



"CLEANED OUT THE RATS ENTIRELY"

Says the Mystic Milling Company, Sioux City, Iowa, in writing of the results obtained by using

THE RED CROSS RAT and MOUSE EMBALMER



Hundreds of bakers have found our embalmer to eliminate their rats and mice and you can do the same.

Our "Money Back If Dissatisfied" policy protects you.

Write for particulars.

The Felix Girard Co.
(INCORPORATED)
2009 4th Avenue, South
MINNEAPOLIS, MINN.



No need of telling you about them, **YOU KNOW** what an annoyance they are!

GETZ Cockroach Powder Will Kill Them!

No danger to Humans or Animals.
It has no disagreeable odor to affect your bakery goods.

Thrifty bakers will find our goods the cheapest in the long run as two applications a year are usually enough to keep out Cockroaches. For Silver Fishes and Ants it is necessary to use powder more often.

5 lb. cans \$3.25, 10 lb. cans \$6.00
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has back of it 70 years of Service. It has become a finished perfect article, and is the biggest unit of all portable ovens.

They are made in 7 sizes and burn Coal, Wood, Natural or Gas.

Send for a list of Baker's Ovens and for our regular Oven Literature.

The G. S. Blodgett
Burlington, Vt.

cks

Page

August, Baltimore, Md.

31

Goods Co., Lafayette, Ind.

28

Mich. 29.

Perfect Bread Pans

Get Our Quotations!

JABURG BROTHERS

Office: 10-14 Leonard Street

New York

**You Handle
Your Goods**

? ? ?



No. 63. Pan Truck

Take goods from oven to salesroom with Sanitary Equipment results in the utmost of rapidity and profits. Sanitation, because Sanitary Equipment is always clean. Rapidity, because goods are handled the least number of times. Sanitary equipment permits of greater output and to handle your goods this way?

Complete catalog showing
of Bakers' Equipment

Sanitary Rack Mfg. Co.
Albion, Mich.

Jaburg-Miller Co., Inc., 137 Hudson St., New York



No. 48. Style "C" Pie Rack

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The Felix Girard Co.
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Silver Fishes Cockroaches & Ants



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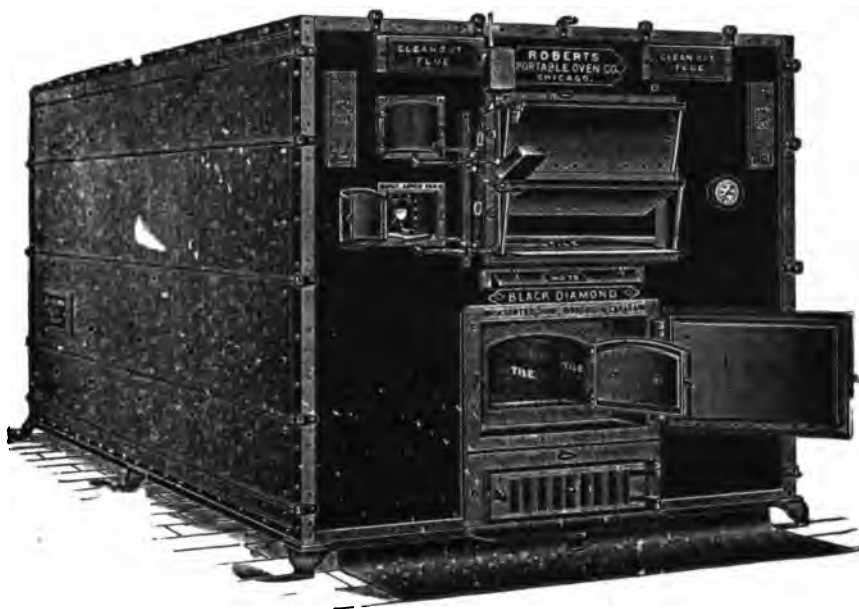
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They are made in 7 sizes and burn Coal, Wood, Natural or Artificial Gas.

Send for a list of Bakers using our Ovens and for our regular *Blodgett Oven Literature*.

The G. S. Blodgett Co.
Burlington, Vt.



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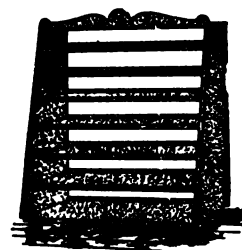
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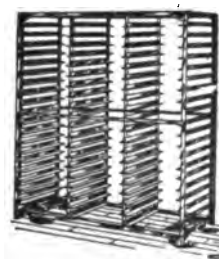


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The Felix Girard Co.
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2009 4th Avenue, South
MINNEAPOLIS, MINN.



Silver Fishes



Cockroaches & Ants

No need of telling you about
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GETZ Cockroach Powder Will Kill Them!

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St. Louis, Mo.

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Send for a list of Bakers using our
Ovens and for our regular *Blodgett*
Oven Literature.

The G. S. Blodgett Co.
Burlington, Vt.



Is Your Business Growing?

Get It Growing

A large piece of machinery, possibly a pump or engine, shown in a perspective view.

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Pans

IS

New York



No. 63. Pan Truck

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Sanitation, because
always clean. Rapidity,
the least number of times.
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Is this way?



Mfg. Co.

7 Hudson St., New York

No. 48. Style "C" Pie Rack

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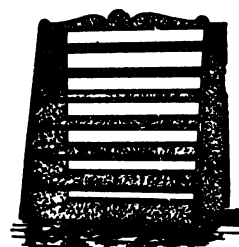
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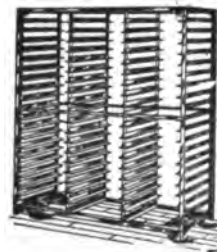


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Schroeder

Peel Blades

represent the highest development of peel blade manufacture.

Only carefully selected wood is used in the construction. This is thoroughly seasoned to guard against warping and splitting. Steel plates and steel pins hold the blade and handle firmly together, while copper rivets, clinched on both sides are used to fasten the plates on the wood. The finished product is a peel blade which

WILL NOT WARP OR SPLIT

If you are losing money because of the breaking of peel blades you should investigate the Schroeder product.

Our catalogue of baker's *quality woodenware* should be of interest to you.

Shall we send it?

H. L. Schroeder

3512 Carroll Ave.

Chicago

Illinois



"Peerless" Standard Bread Racks

are the best, strongest, most sanitary rack on the market. Built of round structural steel, malleable iron corners, no place for dirt to accumulate. Use only the famous double wheel weigle caster, the easiest, strongest on the market. Shelves, the smooth top and edge, loved and recommended by all bakeries. We also manufacture shelving to fit all your racks.

Pie carriers, pie cases, proof boxes, baskets and trucks. Everything for the baker. Write for catalogue and prices. Manufactured only by the

Peerless Wire Goods Co.

La Fayette,

Indiana

It's the way you display your goods — —

that decides the quantity and quality of your business. *Neat, attractive, clean and sanitary display cases draw customers*—especially the

Portable Sanitary Display Case

—it accommodates regular 18x25 inch pans just as they come from the shop. You can move this case anywhere: keep it clean conveniently: preserve the moisture and flavor of your goods and add 100 per cent. to the appearance of your store. We build this case in all woods to match any wood work and we are now making immediate shipments.

Write NOW for all details and prices

E. P. KENT & SON
MAROA, ILL.



Pans and Racks

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<i>Jaburg Brothers, New York, N. Y.</i>	29	<i>Maag Co., The August, Baltimore, Md.</i>	31
<i>Jaburg-Miller Co., Inc., New York, N. Y.</i>	45	<i>Peerless Wire Goods Co., Lafayette, Ind.</i>	28
<i>Union Sanitary Rack Mfg. Co. Albion, Mich. 29.</i>			



Perfect Bread Pans

Get Our Quotations!

JABURG BROTHERS

Main Office: 10-14 Leonard Street

New York



How Do You Handle Your Goods

? ? ? ? ?



No. 63. Pan Truck

Handling bake goods from oven to salesroom with Union Sanitary Equipment results in the utmost of sanitation, rapidity and profits. Sanitation, because Union Sanitary Equipment is always clean. Rapidity, because goods are handled the least number of times.

Profit, because this equipment permits of greater output and quicker sales. Do you handle your goods this way?



No. 24. Standard Union Sanitary Bread Rack

Our complete catalog showing full line of Bakers' Equipment

Union Sanitary Rack Mfg. Co.

Albion, Mich.

Eastern Distributors, Jaburg-Miller Co., Inc., 137 Hudson St., New York



No. 48. Style "C" Pie Rack



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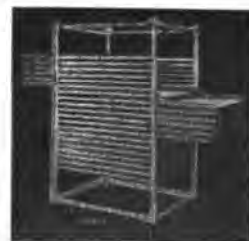
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Albion, Mich.



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No. 48. Style "C" Pie Rack

Eastern Distributors, Jaburg-Miller Co., Inc., 137 Hudson St., New York

H. & D. CORRUGATED FIBRE BOXES

Guarantee Cleanliness
AND,



Here are some of the things they SAVE

1. On every shipment 5 cents per box which you now pay for the return of your bread baskets. Also the trouble and expense of hauling empties from the depot.
2. Lost and broken baskets and all misunderstanding with your customers about them.
3. A large investment in costly baskets which are all eventually worn out and thrown away.
4. Trouble and expense of accounting for empties, corresponding about them, securing their return and keeping them sanitary.
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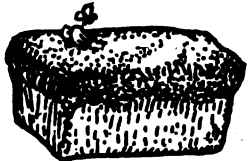
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REG. U.S. PAT. OFF.

"STEEL-SHOD"

PATENTED JAN. 21, 1915 - PATENTS PENDING

BREAD PANS

*The
Enduring Pan
for the
Faultless Loaf*



Until the
Intro-
duction
of the

KLEEN-KRUST RIVETLESS "STEEL-SHOD" BREAD PAN

spotted and crippled loaves of bread were unavoidable.

The bread came from the pans misshapen and "spotted" wherever a rivet had been used in the construction of the pan.

Kleen-Krust Rivetless "Steel-Shod" Bread Pans

are a departure from the old style of constructing bread pans in sets, embodying the "Steel-Shod" feature with a number of additional points of merit.

1. The use of all rivets on the inside of the pans have been done away with—insuring a clean, spotless loaf. This feature alone should commend its use to users of the old style riveted pan.

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The above cut shows an End Pan with
"STEEL-SHOD" feature

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Orders for Small Quantities will have
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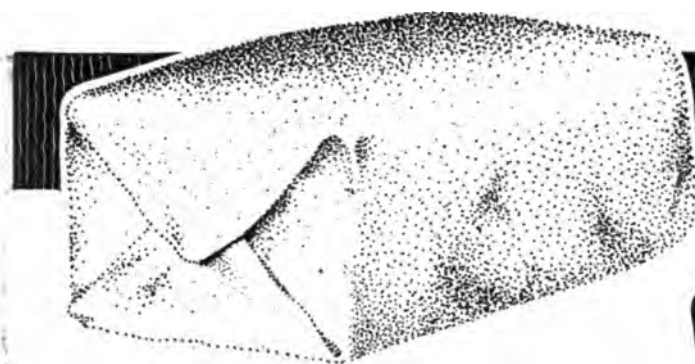
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Our wrappers include grades
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QUALITY · Bread Wrappers · SERVICE

Boxes and Baskets

<i>Bee Hive Paper Box Co., Indianapolis, Ind.</i>	<i>Page</i> 33	<i>Puffer-Hubbard Mfg. Co., Minneapolis, Minn.</i>	<i>Page</i> 33
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For packing and shipping your goods, you'll find everything you'll ever need under the name

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Our service is complete in that respect; and in this, too, that everything we make is guaranteed to do well the work it's intended for. This Charlotte Russe cup is a good example.



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FOLDING PAPER BOXES FOR CAKES, PIES, LUNCHES, ETC.



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satisfies her as to its cleanliness and tends to convince her that the quality is superior.

Ask for samples and prices of wrappers manufactured by us. Some are waxed both sides; others one side only, so as to permit the use of gum tape; others may be sealed with heat without string or tape; also in rolls or sheets for wrapping by machine.

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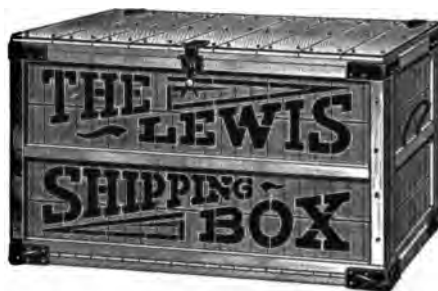
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TWO KINDS

LEWIS WOVEN WOOD & WIRE STEEL BOXES



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They eliminate the uncertainty of safe deliveries and protect your business interests by saving your customers from disappointment in shipments.

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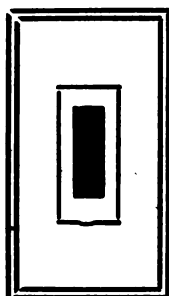
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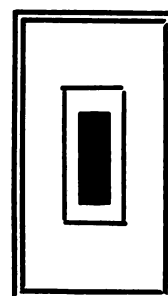
CHICAGO, ILL.

Dry Milk, Malt Extract and Egg Products

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"The Milk Powder with the Milk Flavor"

is made at low temperatures by the

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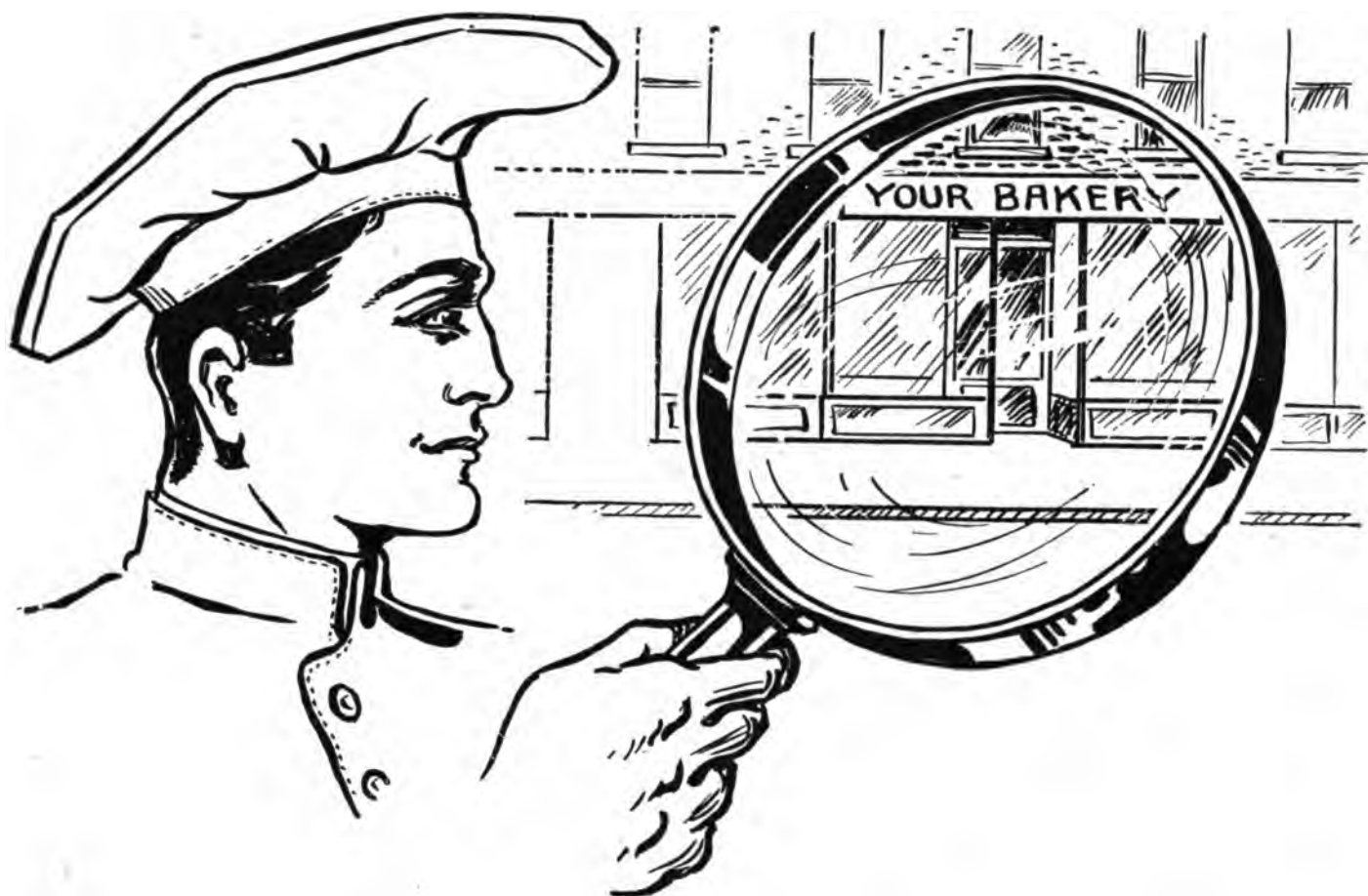
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That's why we retain in our powder the real milk flavor
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Don't make "just a loaf of bread"—instead make the best loaf in your town. You can do it.

The baker is judged by his loaf—is an old saying. Therefore it behooves him to use the best ingredients to make the best loaf.

Use DIAMALT and You'll Bake a Better Loaf

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Remember it costs less to bake with DIAMALT—not more. Write us for sample and find out why.

THE AMERICAN DIAMALT CO.

Sample Department

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Pure Natural Flavors of LEMON and ORANGE

concentrated, diffusible, never turpentiney, used by manufacturers of Choice Cakes and Biscuits

NOT LIKE ANY OTHERS

PURE VANILLA EXTRACTS, WELL AGED, ALSO COMPOUNDS

We have good facilities for supplying Flavors on contract.

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will always use
them. They
are incompar-
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Established twenty-five years.

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Costly



The
Up-to-Date
Method

Quick, Sani-
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You have musty and other faulty eggs
to contend with—
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You take no chances.
No risks. Absolute Purity
Guaranteed.
Result, increased trade—time
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Used by most successful bakers. Be one of them.
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MALZO TRADE MARK
PURE MALT FLOUR

Reg. U. S. Pat. Off.

**does the work of TWO barrels of
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In *addition* MALZO means

cleaner shops

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whiter bread

more pronounced flavor

richer and more tender crust

One trial convinces

Sole manufacturers

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Please send me one pound FREE sample of
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State

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As soon as the news of the devastating flood flashed across the country, Monday, July 17th, representatives of The Fleischmann Company at Norfolk, Atlanta, Savannah and Knoxville were rushed with extra supplies of yeast to insure the people of Asheville their daily bread.

While the attempts to get into Asheville from the south were frustrated due to the walls of water miles wide and bridges washed away, word has come to us of the perilous adventure of J. C. Kinkaid, agent of The Fleischmann Company at Knoxville, Tenn., and two men, who carried 100 pounds of yeast on their backs over Black Mountain.

Kinkaid left home Tuesday and after travelling thirty-six hours fighting extraordinary conditions and surmounting all kinds of obstacles, landed this treasure store of yeast in Asheville Wednesday night. The local branch of The Fleischmann Company had enough yeast remaining on hand to last until that time but without this relief from Tennessee the bakers here would have been in a serious predicament.

Kinkaid returned to Knoxville, Tenn., and in order to relieve the shortage of ice here in Asheville, he shipped by express 1,000 pounds of ice from Knoxville to this city. The ice was packed in sawdust so that not much of it melted, and in this way, the Fleischmann organization proved itself of further usefulness under the most trying circumstances.

(ASHEVILLE CITIZEN, July 28)

"The Baker Must Get His Yeast"

This doctrine is uppermost in the thoughts of every man in The Fleischmann Company, and with our nation wide organization, where there's a will,—we find a way.

THE FLEISCHMANN COMPANY



TO produce such Mince Pies that make your customers exclaim, "Um-m-m, just like Mother used to make,"—which is the keystone to a successful pie trade—you should use **JOHNSON'S MINCE MEAT**—our famous Mince Piefilene and Pi-Stok.

The ingredients of which our mince meats are made, give a zest and wholesomeness to the pie, make *your* pies better, *your* sales larger and *your* customers more pleased.

Write today for sample and prices

JOHNSON

H. A. JOHNSON CO.
BOSTON

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H. A. JOHNSON CO.
BOSTON

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Cracker
Baking



A pure white oil ex-
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is most economical
to use.

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Frying—

DOUGLAS


WHITE COOKING OIL

**—it gives better results than
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is 15 to 25 per cent cheaper to use**

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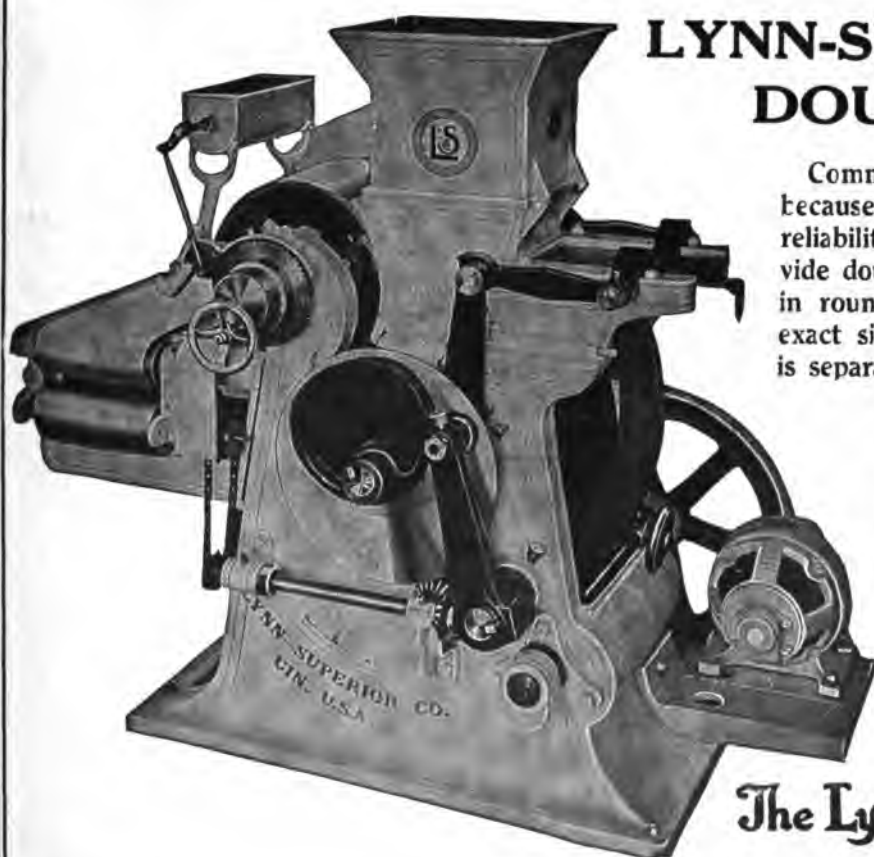
DOUGLAS CO.

-

Cedar Rapids, Ia.

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Command the attention of practical bakers because of their great record for accuracy and reliability. The "L-S" does not merely divide dough into pieces. It turns out dough in round form from round pockets in the exact size and weight wanted. Each piece is separate—not sticking to the next one.

Each piece is gently handled all the way through and deposited on the Conveyor.

Handles any kind of dough as well as hand scaling.

If you have put off getting a divider you now have an opportunity to get one that is *right*.

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It probably has some
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are absolutely guaranteed to prevent crusting and they reduce the temperature and show great actual savings far above their costs. Used by dozens of the largest and smallest bakers.

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is perfected
to such a
degree that
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**Will Cut 120 to 140 Doughnuts
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You are able to fill ordinary kettles holding from three to four dozen doughnuts so fast that you cannot tell which one of the doughnuts was turned into the hot grease first or which one was turned in last; they all cook done at the same time.

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AND

BIG ENTHUSIASM (It finds expression in our service to bakers.)



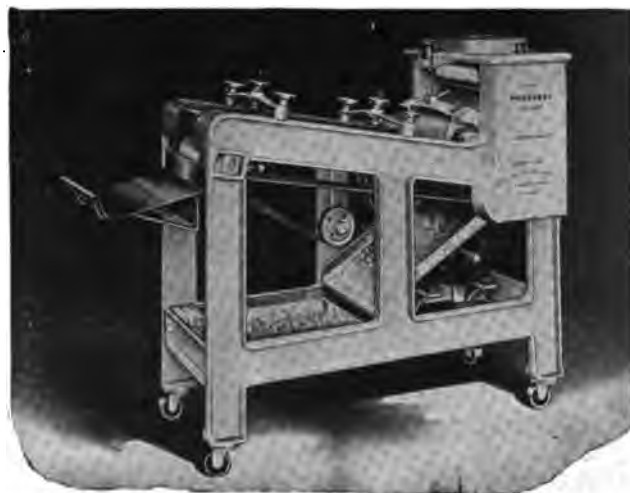
"Union" Steel Troughs

We have a carload here. They have roll top and are absolutely sanitary. Some have welded ends (no rivets). Others have patented quick lock hinge end which can be opened. Standard sizes 6, 8, 10 and 12 feet. Let us enter your order for immediate shipment!

MACHINERY

We Sell a Complete Line

Whether you own an automatic plant or a retail shop we can furnish it with the most useful and practical machinery. Try us and enjoy the benefit of J-M service.



Consider This Moulder

It is the "PEERLESS" and deserves the name! It makes a *quality* loaf. Nothing equals it for simplicity and length of service. If you make 500 loaves or more it will pay you to own a "PEERLESS." Our booklet tells why—write for it.

WE SELL

Ovens
Machinery
Racks
Troughs
Pans
Utensils
Woodenware
Show Cases
Fixtures

AND ALL KINDS OF
EQUIPMENT



"EKCO" Pans Bake Perfectly Formed Loaves

They have rounded edges and no rivets inside. Absolutely sanitary. Protection plates at ends and patented separators between pans keep them in perfect shape and turn out 100 per cent. perfect loaves. We sell them on factory basis and give personal service with every sale. Get our quotations on your requirements, large or small.

JABURG-MILLER CO., Inc.

Bakery Equipment Specialists

137 Hudson Street

Telephone Franklin 1500 (Easy to remember)

New York City

Union Combination Bread and Bun Rounder

Is a small 800 lb. machine occupying space 50 in. long, 32 in. wide and 42 in. high and requires only a $\frac{1}{2}$ H.P. motor to operate—or may be run by belt. It rounds dough from 1 to 48 ounces and is impossible to double loaves. It is a high class machine performing its work in a flawless manner, yet is 50% cheaper than any of its competitors. There are many reasons why you should operate one of these machines.



Patented Aug. 31, 1915

**Rounds 3,500
Loaves or
600 Doz. Buns
per Hour**

with only one man operating. One man rounding dough by hand could round at the most only 500 loaves of bread or 85 doz. buns an hour—and at that he couldn't keep up the severe pace for more than an hour.

You can readily see the economy of this machine.

Why Not Send for Our Catalogue?

The Union Wrapping Machine Co.,

Joliet, Illinois



**The
New Model
HAYSEN
Bread
Wrapping
Machine**

Wraps 1,800 loaves per hour. Requires but one operator. Is adjustable to different size loaves. Can be furnished with Automatic Coupon Insert Attachment which places coupons or advertising matter, singly and automatically, into each package.

More than 150 HAYSEN machines in operation in bakeries.

Shipped on 30 days' trial

Write for facts about the New Model Machine

HAYSEN MFG. CO.

SHEBOYGAN, WIS.

BAKERS' MACHINERY -



- UTENSILS - SUPPLIES

The Most Sanitary, Durable and Economical Pan Made!



**Our Latest
Addition to the
Famous "Jay-Bee" Line**

(Patent Applied For)

With the introduction of the new Jaburg bread pan we have overcome many of the difficulties experienced by bakers in the past—by eliminating spotted, crippled, and bulged loaves, and by insuring a uniform distribution of heat over the entire loaf, thus obtaining a perfect color and full bloom loaf. There are many distinctive features about this new pan which make our claims possible.

"JAY-BEE"

Trade Mark Registered

Better Loaf Bread Pans

—are the result of months of careful study and experimenting to produce a pan which will bake perfectly the staff of life. Their design is radically different from that of most pans on the market. Foremost among its distinctive features is

Absolute Rivetless Construction

Not a rivet is used in the assembling, strapping, or making of the "Jay-Bee" pan, consequently spotted loaves can never occur. The spacing between the pans insures uniform distribution of heat, and quick, easy cleaning. The set is exceptionally strong, will

hold its shape, and make more trips to the oven than any pan you have ever used.

Many New Advantages

—are incorporated in addition to the rivetless construction. With "Jay-Bee" bread pans you promote sanitation to its highest degree. Then, too, you get longer service because they are made more durable. The plate is of a high grade and heavy quality, the same as used in the old days and upon which we have built our reputation as manufacturers of quality utensils.

Investigate This New Pan at Once—You'll Profit

Many bakers have been waiting for just such an announcement as we make in this advertisement. We want you to know exactly what this new bread pan will do in your shop, and suggest that you write for prices and full description, or ask the Jaburg man in your territory.

FACTORIES:

536 Broome St., New York,
and Stapleton, S. I.

JABURG BROTHERS

10-12 LEONARD STREET, NEW YORK

WAREHOUSES:

1-3 Worth St., New York
14 Leonard St., New York

WOODENWARE - SHOP -



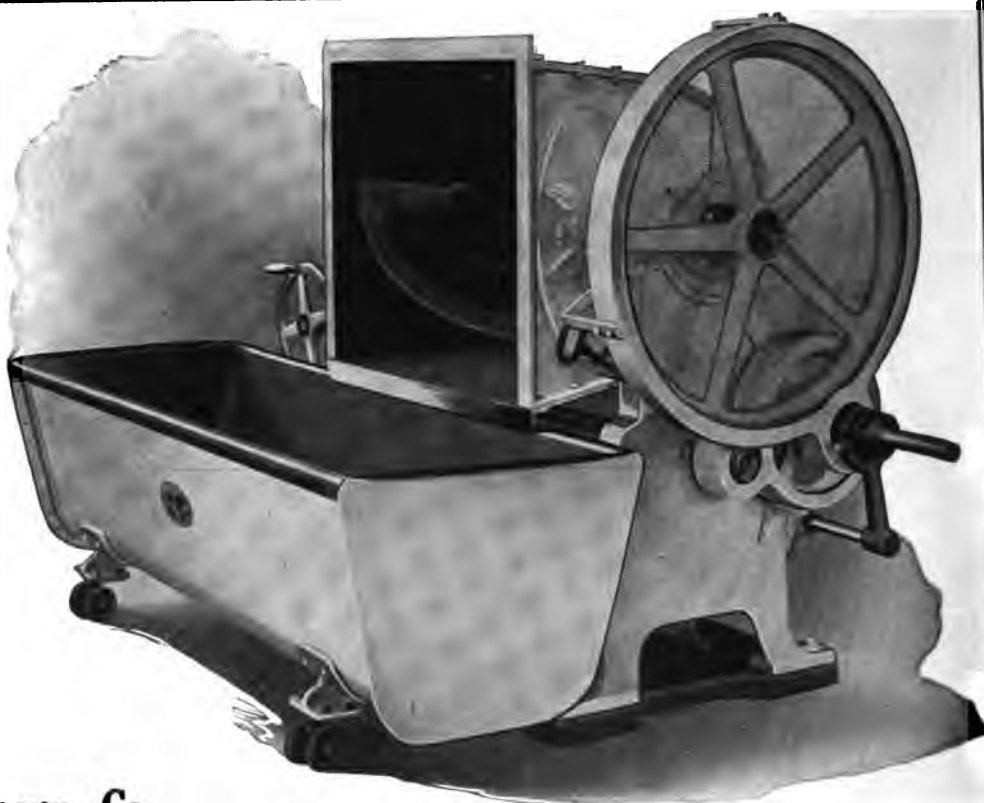
AND STORE FIXTURES

Just mention BAKERS REVIEW. No need.

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"Here is the mixer that has stood the test for twenty-eight years. Has all cut gears. Gears guarded to comply with laws of each state. Substantially built. Made in sizes from $\frac{1}{2}$ to 10 bbl. size, both belt and motor driven types.

Have records of Champion mixers being in actual service for twenty-five years. Write for list of users in your vicinity. Prices quoted on request. If motor drive desired, give motor specifications which you can obtain from your Electric Power Co. Manufacturers of complete line of machinery for the Bakery."



Champion Machinery Co.

Joliet, Illinois

Chicago Representative: H. M. BACHMAN

Room 231,

175 W. Jackson Blvd.

How to Sell the 10c Loaf

You bakers are all eager to discourage the purchase of 5c loaves—all eager to encourage the public to buy 10c loaves instead.

We'll tell you how you may accomplish this much desired result—how to swing a great part of your patronage from the 5c to the 10c loaf without antagonizing your trade.

In fact, they will turn to the 10c loaf from choice if you furnish the incentive afforded by

**Hance Business Boosting Plans
and Specialties for the
Bakery Trade**

Why not write for details, anyway? You will incur no obligation nor expense by asking us to explain.

Just say—"Tell us how"—and address:

J. W. Hance Foundry Co.
Westerville, Ohio

BAKERS Supplies, Tools and Utensils

When you are in the market for supplies, tools or utensils, it is well to consider besides quality the service to which you are entitled.

No matter what your wants we can supply you—and the service we extend will make you a life-long customer.

May we have a trial order?

J. W. ALLEN & CO.

110-118 Peoria St.

CHICAGO, ILL.

Westinghouse

Motors for Bakeries

enable you to secure the economy and cleanliness in your bakery that is impossible with dirty line shafts and flying belts.

With Westinghouse Motor drive you can arrange your machines so as to increase output with least handling of materials.

Power bills reduce as you use power for only those machines in actual operation.



Send for Booklet 3141

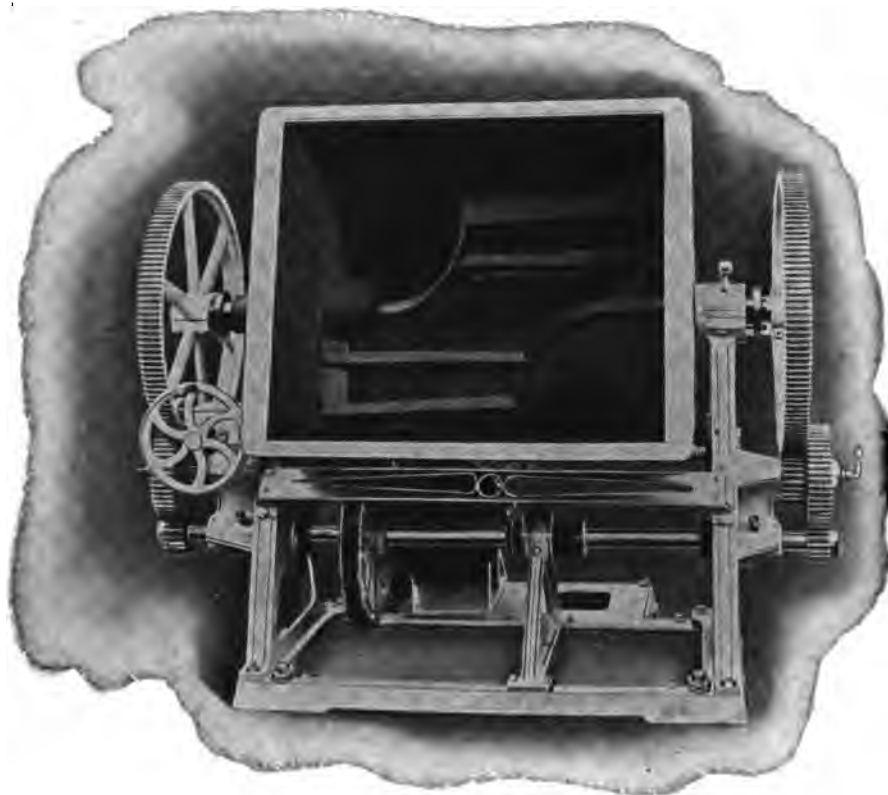
Westinghouse Electric & Manufacturing Co.

East Pittsburgh, Pa.

Sales Offices in All Large American Cities

"The Auto Dough Mixer"

Patented in the United States and All Foreign Countries



is guaranteed to increase your profits and the quality of your bread irrespective of any mixer you are now using. It has proven to be

THE KING OF DOUGH MIXERS

The latest and best machine on the market. In a class by itself as to yield and gluten development. The only mixer in the world that develops every particle of the batch in the machine.

Single arm, reversible, variable speed. Any speed from 3 to 48 revolutions a minute.

Develops the gluten quickly, without grinding the dough to death and destroying the flavor.

Send for our catalog—it's free

GOTTSCHALK & CO.
Reedsville, Pa.

*To Cut Down Your Costs
You Will Need the*

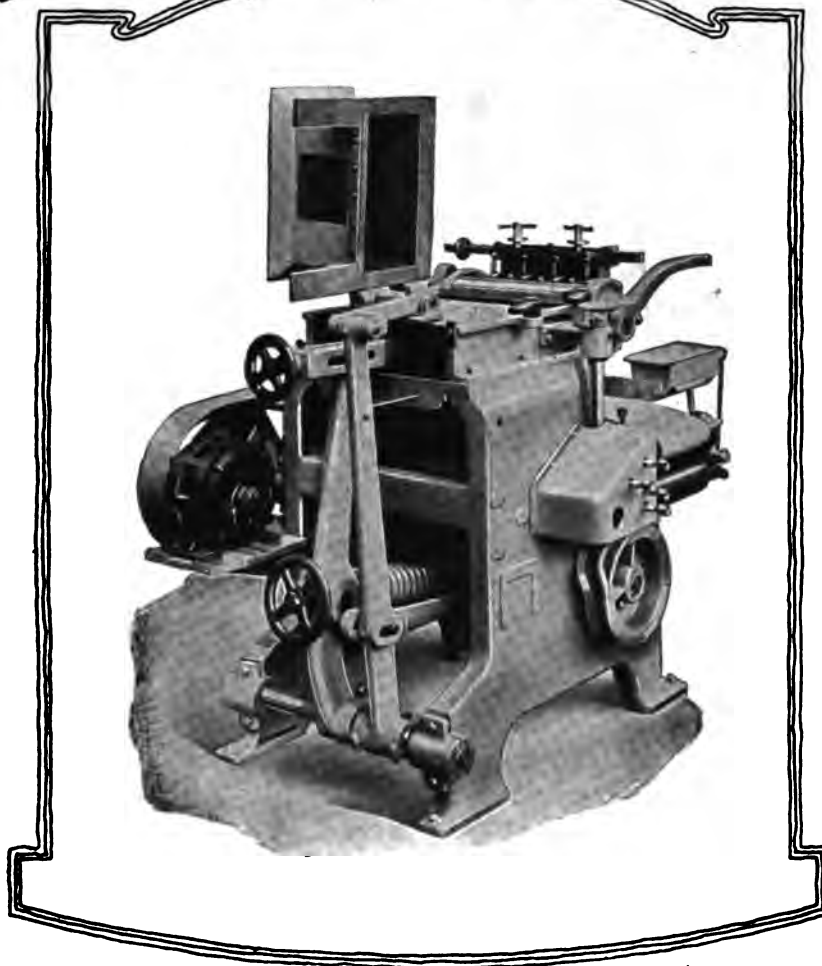
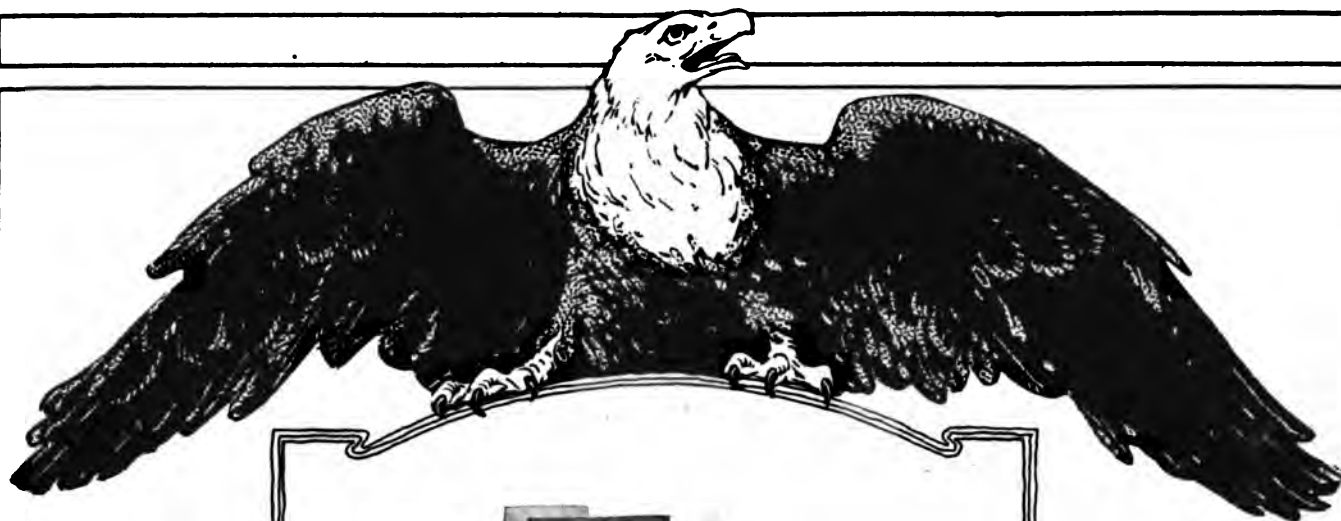
PNEUMATIC STANDARD BREAD WRAPPING MACHINE

You can't lose by waiting for it.
Don't let the dollars slip through your fingers.
Think it over.

PNEUMATIC SCALE CORPORATION, Limited
NORFOLK DOWNS, MASS.

Boston New York Chicago Kansas City Toronto, Ont.

W. & C. PANTIN, 147 Upper Thames St., London, Eng.



THE MODERN BAKER COULDN'T CONDUCT HIS BUSINESS WITHOUT PRODUCTIVE MACHINERY

The increased cost of materials has influenced a change in the Baking Industry—the installation of machinery was necessary to save the profits that would have been lost under the shop methods of yesterday. Why? Take the "American" Divider, Rounder-Up, and Automatic Proofer as an illustration. Hundreds of bakeries are depending upon these machines for production. These machines are necessary to the proper ap-

pearance of the loaf, texture, grain and, to a good extent to the flavor.

If you are wondering where your profits have slipped you will undoubtedly find the answer in the production end of the business. Eliminate excess labor costs by installing "American" machinery—increase production and offset the greater cost of materials. We have all the information necessary and will be glad to help you earn the profits your business deserves. Write

AMERICAN BAKERS MACHINERY CO.

St. Louis, Mo.



Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

A baker need not make a dough to suit his moulder, nor buy a moulder to suit his different doughs. A Day Dough Moulder will give best possible moulding from a straight dough or sponge dough, stiff dough or slack dough, an old dough or young dough.

Ask for detailed description and price.

The J.H. Day Company

1144 Harrison Ave., Cincinnati, O.

*Some machines like some men
work all day
and accomplish but little*



The Triumph Wire-Cut Cake Dropping Machine is a fast worker and a heavy producer, about 200 cakes per minute

Simple of construction.

Easily adjusted.

Any one can operate it.

The machines are Motor or pulley driven, or can be operated by hand.

When on casters it can be rolled out of the way when not in use.

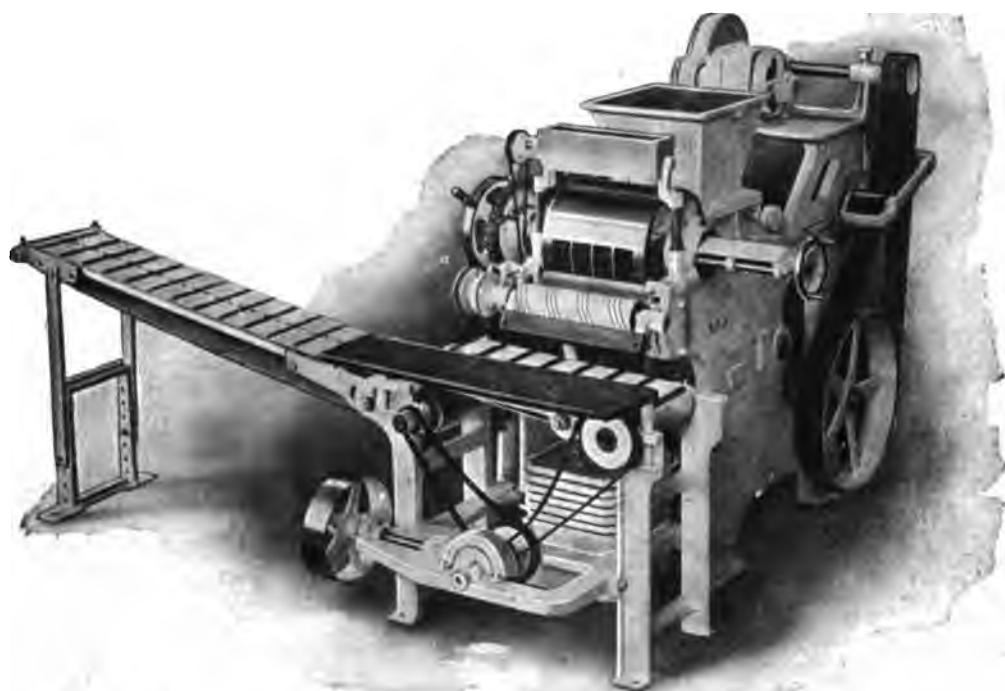
Many dies to select from
—six with each machine.

Write us today!

The Triumph Mfg. Co.

3400-08 Spring Grove Ave.

Cincinnati, Ohio



UP AGAIN!

Flour, at its old tricks, is going up in price—and you can't stop it.

But *you can cut down* your cost of production by the use of a Dutchess Automatic Dough Divider.

Accurate scaling of your doughs means a saving on every loaf you turn out.

You can realize what that means for you know the difference between a loaf just right in weight, and one scaled in the usual manner by hand.

Dutchess Automatic Dividers scale accurately from 1500 to 6000 loaves per hour—they do this automatically, delivering the scaled loaves to a rounding-up machine or work table.

They are big time savers and bring to you an independence you get in no other way.

Tell us your daily capacity, the size of your loaves, and power available, and we will be pleased to quote you on a machine suitable for your requirements.

"Our Sales Tell The Tale!"

DUTCHESS TOOL COMPANY

Beacon, N. Y.



Day Dough Moulder

*Gives three times the service
of any other moulding machine*

Costs no more than others

It speeds up the dough handling system at its slowest point and permits a 20 per cent. increase in output. Compactly built of the best material and is practically noiseless. It is the latest and best moulder made.

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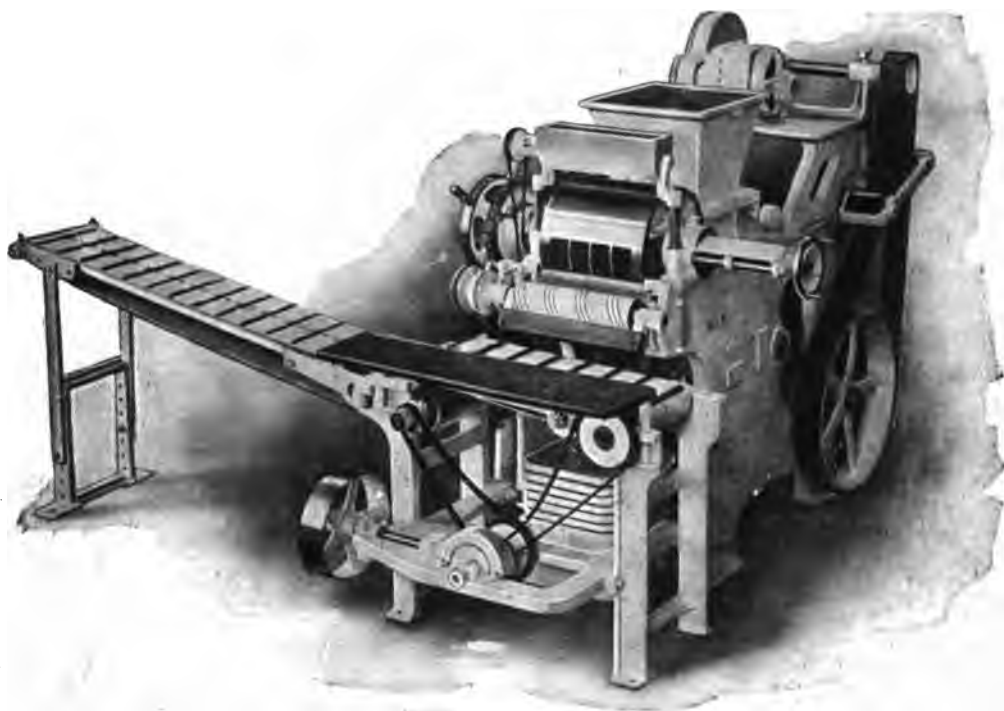
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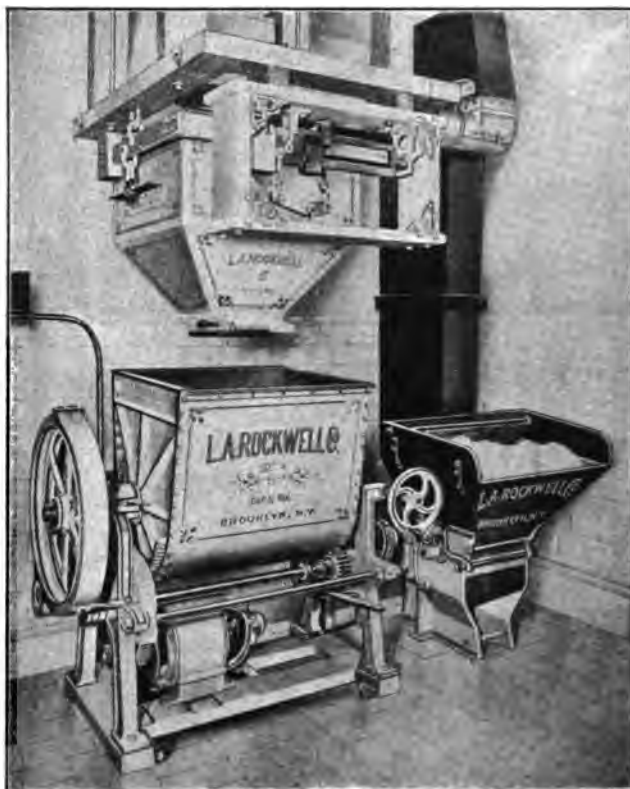
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Tell us your daily capacity, the size of your loaves, and power available, and we will be pleased to quote you on a machine suitable for your requirements.

“Our Sales Tell The Tale!”

DUTCHESS TOOL COMPANY

Beacon, N. Y.



ROCKWELL MADE
FOR THE BAKER'S TRADE



GOOD, substantial profits are made by the baker whose shop is equipped with modern, productive appliances designed to increase output and materially lower the cost of production.

The Rockwell Outfit

comprised of the Rockwell Mixer, flour elevator, scale and 4-speed cake mixer represents the highest type of mechanical baking appliance ever offered. What this outfit is doing for hundreds of bakers and what it can do for you is told in our literature. May we send you the details?

L. A. ROCKWELL CO.

Formerly Fowler & Rockwell

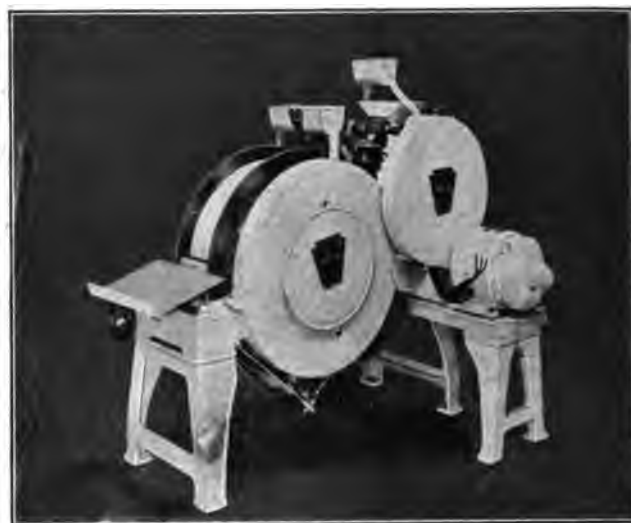
430-432-434 Smith Street

Brooklyn, N. Y.

Member National Association Master Bakers



THE HOUSE OF SERVICE



It's Expensive to Experiment

—especially with a loaf moulder. It's needless to "shop around," since the THOMSON has been proved—in hundreds of Bakeshops all over the country—to be the only thoroughly reliable Loaf Moulder on the market. The efficiency of the

Thomson Standard Loaf Moulder

can be quickly affirmed in your shop. If we can't prove to you the all 'round superiority of our moulder we don't want you to buy one. Let us tell you more about the THOMSON.

Write today for descriptive circular in colors

THOMSON MACHINE CO.

JOHN J. HOPPIN, President

Main Office and Works, Belleville, New Jersey

Largest Manufacturers of Bakers' Machinery, Exclusively, in America

George E. Gowdy, Southern Representative, 209 College St., Jacksonville, Fla.

This Machinery Manufacturer

plans his machines for electric drive. Note the compact and attractive installation shown below. Compare this arrangement with that of others—where the problem of belts, shafts, etc., is left for the purchaser, after the machine is received.

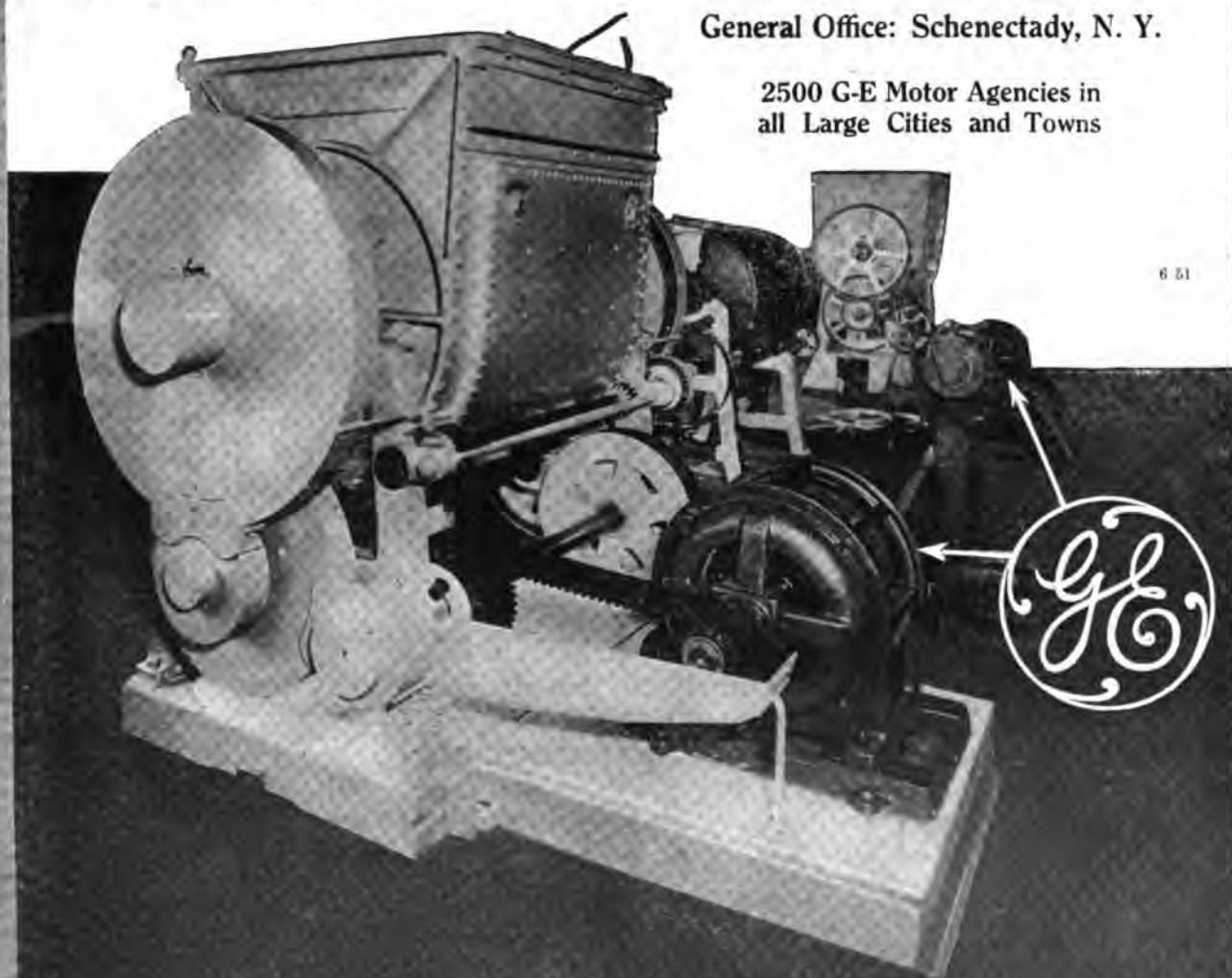
Demand G-E motors when you buy your baking machinery. You will get the latest and best electrical equipment, including "Safety first" control.

It is also an easy matter to equip your present machines with electric drive—ask our nearest office, your lighting company, or any of the 2500 G-E Motor Agencies for information on G-E motors and control.

General Electric Company

General Office: Schenectady, N. Y.

2500 G-E Motor Agencies in
all Large Cities and Towns



6 51

W. & P. CO. BAKERY PICTURES. No. 4

L. L. GILBERT BAKING CORPORATION

NEW HAVEN, CONN.



Fig. No. 772 W. & P. Co. Bread Cooling Tables

The plant of the L. L. Gilbert Baking Corporation is one of the finest in the State. Believing in good things Mr. Gilbert gave W. & P. Co. the complete equipment of his plant. He is satisfied with his choice. Ask him.

*We manufacture a full line of Bakery Machinery and Ovens
No plant too large none too small for our consideration*

WERNER & PFLEIDERER CO.

SAGINAW, MICH.

EMIL STAEHLE, General Manager

BRANCH OFFICES:

New York

Philadelphia

San Francisco

Just mention BAKERS REVIEW. Nuff sed.

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BAKERS REVIEW

VOL. XXXIII

NEW YORK, SEPTEMBER, 1916

No. 6

Nineteenth Annual Convention National Association of Master Bakers

ALTHOUGH the attendance of bakers was the smallest in the recent history of the association the nineteenth annual gathering held at the Utah Hotel, Salt Lake City, August 7th to 11th, was a great success. It is doubtful if a larger gathering of bakers would have stirred the leading members of the organization to greater efforts than the earnest few that were present. As soon as President Burns delivered his ringing address on "Preparedness," which was the keynote of the convention, some ninety odd bakers were unquestionably stirred with great enthusiasm and it was immediately apparent to everyone that this particular convention was going to make history in the trade, and it undoubtedly did. A great many prominent bakers realized that the association was facing a crisis in its existence and with this thought in view they concentrated every effort towards the development of constructive plans for the future and after two days session enough of such plans had been definitely agreed upon to insure a much wider usefulness for the association in the future. In short this meeting marks a real mile post in the industry and if the bakers generally from all parts of the country do not fall into line and give this organization their active and financial support the trouble will lie with the bakers themselves and not with the splendid association which is now capable of accomplishing great things in the baking business.

Salt Lake City in every way more than justified its choice as a convention city and all who were privileged to attend this meeting will long remember the hospitalities extended them and the many wonderful points of interest which the trip afforded. The weather was ideal and throughout both the entertainment and the business program nothing occurred to mar the complete success of the gathering. A detailed report of the meeting covering every important feature carefully edited for our busy readers who seek only the kernel and not the shell follows:

First Day, Tuesday, August 8

The meeting was called to order in the ballroom of the Utah Hotel at 10:30 by the President, J. Burns, Omaha, Neb. He first asked all to stand while the Rev. Charles H. Rice, Salt Lake City, pronounced the invocation following which Mayor Ferry, of Salt Lake City, in absence of Governor Fry, made a brief address of welcome. He emphasized most earnestly that Salt Lake City was in the hands of the bakers to do with as they would.

George Mueller, President of the Royal Baking Co., Salt Lake City, also of the Utah Master Bakers Association, responded to the mayor's welcome and on behalf of the local bakers also assured the visiting delegates that their welcome was something more than a formal expression.

Samuel F. McDonald, Vice-President, Memphis, expressed the appreciation of the association for the good will and cordiality already evidenced on every hand in Salt Lake City, after which the meeting got down to the regular business of the program.

The secretary first read a number of communications from absentees following which he read the report of the Executive Committee as follows:

Executive Committee Report

The Executive Committee has held five meetings since the Columbus, Ohio, convention, including a special meeting at Chicago headquarters on December 10, 1915, for a discussion of committee work under President Burns' plan of an enlarged list of committees, and other matters referred to it by the Columbus convention.

STANDING COMMITTEES

You are reminded that seven standing committees, in addition to those annually appointed in the past were appointed by President Burns at the December meeting, with the approval of the committee. The subjects they were given to consider, and to use their own initiative in acting upon, are technical education, cost accounting, publicity, legislation, sanitation, bakers' home, and definitions and standards. Delegates to the National Chamber of Commerce were also appointed, and a committee of five was named to represent the Association, if necessary, at any general meeting which might be called to express the views of the business of the country on the subject of a permanent non-partisan tariff commission, the Executive Committee having voted for the Association in a Chamber of Commerce (U. S. A.) referendum, as favoring the establishment of such a commission.

CHAMBER OF COMMERCE REFERENDA

Parenthetically, in this connection, the Executive Committee would be glad to know whether the Association considers that Section 6 of Article VI of the constitution may be properly construed to cover such action as was taken on this referendum.

The Chamber of Commerce of the U. S. A. (of which the Association is an organization member) issues a number of referenda to its members every year, many of which we do not undertake to even consider. But occasionally, as in the tariff commission referendum and the maintenance of resale price referendum (later referred to), it seems desirable to express ourselves as an Association through these important channels, and the committee has unanimously authorized a vote for the Association.

There is no better way to make ourselves heard on such national issues than through this splendid and forceful organization of trade associations, chambers of commerce and individual business men of the country, and as a conscientious member of the organization, this Association ought always to vote at least on referenda which in any way will affect our industry.

There are no longer two opinions of serious consequence regarding the need of a scientific tariff commission; and every effort was made to have our membership understand and express themselves on the resale price question before any action was taken. This is a question which directly affects the baking busi-

ness, though it affects some bakers more than others, and some do not appear to be particularly interested in it. We have arranged another opportunity at this convention for a thorough understanding and discussion of the subject.

While some of our members seem to be indifferent to the question, our correspondence has developed but one member who asserts his disbelief in the principle of price maintenance by the producer of standard articles; and we did not feel that this was enough to indicate that the question should be carried to the convention. Therefore we voted in favor of Federal legislation of a nature that would embrace the principle of price maintenance under proper safeguards against monopolistic tendencies; and we voted to amend the Federal Trade Commission Act so as to bring the subject under the jurisdiction of the commission. And in addition, as a separate matter, we officially endorsed the so-called Stevens Bill, in order to start the ball rolling.

What the committee would like to hear from the convention is the expressed assurance that you endorse the committee's action, if you do, and that in this matter of occasional referenda of the Chamber of Commerce, U. S. A., you are willing that the committee shall continue to exercise its best judgment for the Association—because that is about the only way these referenda can be handled. Re-reference to our own membership would be physically impossible.

JOINT COMMITTEE ON DEFINITIONS AND STANDARDS

Attention is called, at this point, to the attitude of this Association toward the extra-official group of Agricultural Department officials and State food commissioners who call themselves the Joint Committee on Definitions and Standards, and who are seeking to define and standardize commercial food products in the United States.

In December, 1915, the Joint Committee held a hearing in Kansas City, Mo., for the millers; and the chairman of our standing committee on this subject, R. L. Nafziger, attended the hearing. Mr. Nafziger made an interesting verbal statement of his observation there to the Executive Meeting during its February meeting—defining his expression of the purpose of the official committee as evidently sincere, and stating his opinion that the establishment of a moisture content basis of flour standardization by the Government could result only in bettering conditions under which flour is bought by the baker. He offered the following resolution, which was unanimously adopted:

"Resolved, By the Executive Committee of the National Association of Master Bakers in Atlanta, Ga., February 2, 1916, that the attitude of the Association toward the efforts of Government officers looking to the standardization of flour on the basis of moisture content, shall be one of studious observation and co-operation rather than of antagonism; and that our present special committee on this subject shall be made a continuous standing committee, composed of at least one member who served the previous year on the committee; and that at least one member of the committee shall attend each meeting of the Government officials."

NEW ASSOCIATION ACCOUNTS

Since the Columbus convention a new set of Association accounts, simple but very effective, have been installed in the secretary's office, at the suggestion and under the supervision of Treasurer Fred S. Freund.

ROUND TABLE CONFERENCE

The idea of a conference of delegates from State associations, which will be held during this convention (but not as a part of the regular program), was first suggested at the Executive Committee meeting in Chicago, on December 10th, by Mr. Stude, of Houston, Tex., and was adopted by acclamation. It has grown in popularity since; and while the committee makes no pretense of knowing what, if any, results may flow from this opportunity, it is satisfied that that opportunity itself is one that will be appreciated by those who hold definite and considered views as to how the strength and usefulness of our industrial organization may be improved, and who have the courage of their convictions.

There may be a few other errors, and possibly some absentees, in the uncompleted list, which is as follows:

Frank Gunzenhauser, Lancaster, Pa.
George W. Fisher, Huntingdon, Pa.
Charles E. Meade, Baltimore, Md.
Robert L. Corby, Washington, D. C.
A. H. Nolde, Richmond, Va.
F. B. Stroehman, Wheeling, W. Va.
Augustus Geilfuss, Spartanburg, S. C.
Henry Malchow, Atlanta, Ga.
Clarence Sears, Macon, Ga.

John Seybold, Miami, Fla.
Gordon Smith, Mobile, Ala.
James A. Winkelman, Memphis, Tenn.
Leo C. Koestler, Vicksburg, Miss.
Chas. F. Stolzenbach, Lima, Ohio.
Robert J. Bryce, Indianapolis, Ind.
Edward D. Strain, Battle Creek, Mich.
August F. Neuman, Chicago, Ill.
Marcellus Zinsmaster, Des Moines, Ia.
Jay Burns, Omaha, Neb.
Win C. Campbell, Wichita and Kansas City, Kan.
Robert Robertson, Oakland, Cal.
R. L. Nafziger, Kansas City, Mo.
Otto B. Schmidt, Oklahoma City, Okla.
Edward Goodman, Dallas, Tex.
William C. Busche, Livingston, Mont.
B. P. Power, Denver, Colo.
George H. Mueller, Salt Lake City, Utah.
David Ackerman, Spokane, Wash.
H. H. Haynes, Portland, Ore.
H. C. Doerr, San Jose, Cal.
Robert Robertson, Oakland, Cal.

EXHIBITS AT SALT LAKE CITY

The committee wishes to announce the reasons for the absence of exhibits at this convention as follows:

It was the committee's original hope and belief that an exhibition of bakers' ovens, machinery and supplies could be held in Salt Lake City, and we were anxious to hold one for the interest especially of our Western members, and the secretary was instructed at the December meeting to ascertain the views of associate members by mail.

As a result of further investigation the exhibition was abandoned. It was generally considered that the long haul for heavy exhibits was prohibitive.

The bread exhibit, which was so successful a feature of the Columbus convention, was given up with the same reluctance and for similar reasons. It was felt that the principal object—a comparison of loaves from widely separated sections of the country, and between the bread baked in the different cities of the same section, would be largely defeated by the distance the loaves would have to travel in hot weather from the principal baking centers of the country, and that an exhibit confined to Western bakers might be disappointing to these exhibitors because the opportunities for comparison would be thus limited.

COST ACCOUNTING

Members of the Association are familiar with what has been done in the way of preparing them, and preparing the committee itself, for whatever it may seem practical to do next year in the way of furnishing those who need it and want it, with some definite, practical assistance toward installing a cost-keeping system in their bakeries.

The series of twelve letters on the cost accounting in bakeries, which have been sent out from the secretary's office since March 9th, covering successively every phase of the subject, with a graphic summarizing chart which you will find in your offices on your return, to awaken a lively interest in this subject and there are plenty of evidence that it has done this.

We have had many letters strongly commending this series, in terms similar to the following quotation from a letter written by John J. Nissen, of Portland, Me., on July 20th: "But best of all," he says (speaking of the difficulties of making ends meet in the baking business during the last two years, which he thinks is not such an "ill wind" after all), "best of all," he says, "it has opened the eyes of many bakers to the necessity of establishing an accurate accounting system, so that the letters of the National Association on 'Accounting System' came at a most opportune time, and bakers throughout the country who have received those letters cannot help but feel very appreciative for them."

Nevertheless we are disappointed in the number and especially in the character of the letters received regarding this correspondence lecture course. We are glad to know that they were appreciated (principally we fear by those who needed them least), and we know that they are good without being told; but we had hoped for a large number of critical letters from all sorts of members, that would help the committee to correct its course if need be, so that whatever Association funds it might finally be determined to spend, might be spent as wisely as possible and for the benefit of the greatest numbers. And we have had very few such letters from bakers.

It is due the firm of L. V. Estes, Inc., Chicago, to state that the work Mr. Harrison has done on these letters was entirely gratuitous. The Executive Committee appropriated a sum of money in December to cover whatever the sub-committee on cost accounting might need to spend in pursuing its plans; but when the sub-committee decided on the preliminary correspond-



S. F. McDonald, Memphis
New President N. A. M. B.

ence course, it conceived the idea that the advertising in it might be worth while to the engineers who were selected, and the Estes Company saw it that way. Therefore you have become familiar with the name of L. V. Estes, Inc., at the bottom of these letters.

Criticism of a kind, we have received on account of these letters from Associate Members—both of a disinterested and self-interested character—not all adverse, and in part, perhaps, sound; but the criticism we had looked for from our baker members, the men we are trying to reach, has been rare and not particularly helpful, except in a few instances.

We are still groping for the right trail to follow over the mountains which screen from the baking industry at large, the land of promise in which every baker will be a fair and desirable competitor, because he will know what his products cost him down to the last dollar.

BUYERS GUIDE

The preparation and publication of the initial number of the National Association of Master Bakers' Buyers' Guide, which was a favorite enterprise of the present administration, and one of Mr. Burns' recommendations at the special meeting of the committee in December, has, as you know, been accomplished; but we take the opportunity to make several statements regarding it, several of which we trust will be heeded.

In the first place, we had little idea, at the outset, of the amount of original work the compilation of such a guide would entail, and it therefore required more time than we anticipated.

We adopted what we thought would be an excellent plan to secure the kind of exact information needed—because, of course, the only value such a guide has, lies in its accuracy—and the plan was good, and would have been perfectly successful, had we received the necessary co-operation from members.

As it turned out we had to do the best we could with incomplete information, and we know that there are many errors in the publication, which we hope to cure for the second edition. If we can get the necessary corrections in by the end of this year we shall put out edition No. 2 in January, 1917, but we shall not incur the expense of another edition to contain more than a small minimum of inaccuracies, according to our best judgment.

In the foreword to our initial publication we gave you the above information and other facts, and you were "particularly requested" to advise us promptly of any inaccuracies. We have received perhaps a dozen letters from firms who discovered such inaccuracies in connection with their own listing, but we know there should be more; and we ask you again to read this foreword, and examine your own listing, and to use the extra copy sent you (this means associate members) to mark the corrections, returning it with a letter to the secretary.

You are particularly requested, if you have not already done so, to state whether you are importer, manufacturer or jobber, of each article under which you have asked to be listed.

1916 CONVENTION SCHEDULE

In accordance with the suggestion made last year that national headquarters would be pleased to act as a clearing house for State and group-State convention dates, notices were received this year from a majority of the Associations of the selection of dates, making it possible to avoid so serious a conflict as that between the Central Tri-State and Southern Convention dates which occurred in 1915, the most important of several others more or less serious.

The Southern dates, however, conflicted this year with Texas and whether or not this was regarded as a material conflict it might have been avoided if taken in time. Texas certainly had the right to priority to the dates chosen, which presumably, in case of an important conflict, should govern.

The National Association desires only to be of service in this matter, and has, of course, no self interest to serve.

EMPLOYMENT EXCHANGE SERVICE

A brief report on the Employment Exchange Service inaugurated as a result of action taken at the February meeting, is herewith included.

The secretary had announced in Association Letter No. 20, dated November 11, 1915, the application for employment, through his office, of an accountant and a bakery foreman; but had appended a note stating the committee's doubt as to the wisdom and propriety of using the secretary's office for that purpose, and inviting the comment of members.



Jay Burns, Omaha
Convention President



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A sufficient number of replies to this letter were received to indicate that many members believed the experiment was worth trying, and accordingly the secretary was instructed to announce through the trade journals that he would receive applications for employment and for employees, and would bring employers and applicants together by correspondence or otherwise, without assuming any responsibility to either.

Applications are limited to the higher grades of employees—foremen and above. No charge of course is made, and the information furnished in the application is not scrutinized, and of course not guaranteed.

Advertisement was made in the April numbers of the trade journals of the above intention, and as result we have received for listing, the names of a superintendent or foreman of twenty-five years experience and a technical education; another of twenty-nine years' experience in one plant; two foremen on cakes—one an expert in French pastry and fancy cakes; three bread foremen; two other adding cakes or pastry (one a former bakery proprietor); several first and second hands on bread (one of them a graduate from a Chicago Technical School); a pie foreman, and a high-class demonstration—a lady of experience.

We have had inquiries from members for nearly all these types, and the secretary has corresponded freely with such members. It is impossible to tell what degree of success has attended these efforts, for, as stated, the project is not carried on like a regular employment bureau; but we know that three men at least have been located through our headquarters.

For this reason also it cannot be definitely stated how many of the men who have applied to us are still open for employment, though, of course, this can be ascertained by writing each a letter.

It may be interesting to learn that of those who applied, eight called themselves Americans, four German-Americans, one Austrian and one Polish; that eight were out of employment and six in employment; and that ten were over, and four under, thirty years of age. About half of them were big-shop men, capable of handling large daily outputs.

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In June, Mr. Long and Mr. Meyer attended the Tri-State Convention at Toledo; Mr. Freund, Mr. Nafziger, and the president attended the Trans-Mississippi Convention at Omaha; Mr. Fisher attended the Pennsylvania Convention at New York, and the secretary attended the New York Convention in the Bronx. It may be added that the secretary attended the New England convention in October, 1915.

It was impossible to arrange for the attendance of any committee member at the California Convention, but the president and secretary both sent messages.

These representatives were charged by the committee to deliver something more than a mere greeting, and we believe that a whole-hearted and earnest attempt to do this was made in every instance. The associations who heard these addresses will know what value to place upon them.

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The results of this trip are evident in at least one new Western organization, and in the Western applications for membership which have since been received:

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Our delegates to the annual meeting of the Chamber of Commerce, United States of America, which is always held at Washington, D. C., were appointed this year, as last, with reference not only to satisfactory representation, but to economy of funds.

Past-president H. B. Leary and Lewis Holmes, both of Washington, attended the meeting but Robert White, of Baltimore, was not able to attend. President Burns, who by virtue of his office, under the rule adopted at Columbus, is the National Councilor from this Association to the Chamber and the secretary, were both able to attend with very little additional expense, since both were in Washington to attend the hearings on the Mixed Flour Repeal Bill, during the same week.

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In accordance with our custom we recommend that a special committee be asked for, which shall prepare suitable memorials to be adopted by this convention and spread upon the minutes.

All of which is respectfully submitted.

J. M. BELL, Secretary.

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The only states that are now without membership in the association are Arizona, Idaho, Nevada and Wyoming. Pennsylvania leads with a large number of members (91), Ohio is second (70), New York, third (59), and Illinois and Indiana are close contestants for fourth place (34-36.) The



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From 1900 to 1910 the number of bakeries increased 61 per cent., and the value of their products 127 per cent.; capital invested in the business 160 per cent., while the population increased only 20 per cent.

From 1910 to 1915 the value of the products increased over 50 per cent. If the same ratio maintains for the next five years, 1920 should see the industry with an annual output of approximately \$1,000,000,000. The present annual consumption of flour in this country is approximately 110,000,000 barrels, and of this amount it is estimated that 35,000,000 barrels are used by the bakers. It is also estimated that something less than 40 per cent. of the country's population live on farms, where practically all bread is home-baked, leaving 60 per cent. of the people so situated that the purchase of commercially baked bread is convenient, approximately 50 per cent. of this consumption is now being supplied by the baker, leaving 50 per cent., which is still being baked at home.

With these figures before us it may be well to take a survey of the field, and turn our earnest thought to the question of preparedness of the industry to properly cope with the problems which loom up in the immediate future.

PREPAREDNESS.

Much is being said these days on the subject of preparedness. It is the hub around which political wheels are being made to revolve. Men engage in heated argument over it. It has become an absorbing topic for newspaper discussion, for the club, for the family fireside, and for the spellbinding orator. In politics the ins are condemned because they favor too much or too little of it, and the outs will surely save the country from utter ruin, with either more or less of it as the case may be. So far, however, there has been little thought and no wide discussion of any phase of preparedness save military preparedness.

Now I believe thoroughly in preparedness. Preparedness of our Government, not only for adequate national defense, but to aggressively impress our national ideas upon the whole world; but I am not for the kind of preparedness which finds expression only in equipping ourselves for military battles.

I believe in industrial preparedness. Thorough industrial preparedness—what a field of possibilities is opened up through it! Adequately carried out, it means the development of—

First—Individual efficiency, in physical strength, in moral stamina—into better citizens, and co-operatively into an irresistible industrial, as well as military force.

Second—Industrial efficiency; in organized co-operation, in scientific knowledge of methods and processes; in the husbanding of resources and the mobilizing of effort. With adequate individual and industrial preparedness we can conquer the world—and that too without great standing armies, bringing in their wake enormous burdens of taxation.

You know society as now organized pays tribute to, and showers honors upon its military heroes, its political leaders, and its professional men. There is a rather fine line (but none the less distinct) drawn between the producers of the world and the non-producers, with the honors in the way of social distinction, and public recognition, going in the main to the non-producer. To my mind this situation could very

properly be reversed. The military genius, the politician, the professional man, the banker, the trader, are all directly dependent upon the producer for their opportunity. In fact, productive industry and commerce are in the vanguard of civilization. A community's or a nation's development in civilization is in almost direct proportion to its development in commerce and productive industry. The old saying that "Commerce follows the flag" could, I think, very appropriately be reversed to read "The flag follows commerce."

In our schools, in our literature, and in our teaching of the youth of the land, the dignity and honor of the military genius, the professional man, the political leader, the banker, etc., are held up as examples to be followed. Our boys are taught that these various callings are more dignified and command more respect from society than do commercial and productive lines.

Perhaps this situation is the natural result of our social conditions. I think it is very true that men engaged in productive industry have not been as jealous of their standing before the world as they should have been. Perhaps they have been too readily satisfied to take their rewards in the accumulation of wealth. Perhaps the non-productive classes have realized that only by the very jealous guarding of their interests, could they create and maintain a position of superior dignity, and command the honors which society readily gives to its distinguished members.

I think those engaged in productive industry owe it to themselves to guard more zealously their interests, and to demand from organized society the place of dignity and respect to which their importance entitles them.

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I want to talk with you for a few moments today on this subject of "Preparedness. Preparedness for the Baking Industry."

According to the best available figures there are some 28,000 bakery proprietors in the United States—28,000 individual factors to be reckoned with in any general industrial movement which may be undertaken.

There is no more immutable law than the law of compensation. It is nature's great law for maintaining a balance in the universe.

This law applies with equal force to the individual. He gets out of life about what he puts into it. He gets out of his social intercourse with his fellows about what he puts into it. He gets out of his business about what he puts into it. He gets out of his home a return about equal to his contribution. Usually society pays a man about what his services to society are worth. There are of course, exceptions to the rule, but they serve only to emphasize its immutability.

So in this baker's association we get out of it individually about what we put into it. Members sometime complain that they get little good out of the Association, and invariably they are found to have contributed nothing whatever to it—save a somewhat grudgingly-given \$10.

Men who never have been members, but who owe the institution their support, say: "Oh! the Association can't do me any good." Of course it cannot do you much good if you persist in remaining on the outside. If you expect the Association to be of any service to you, to do your business any good, you must do your part—be it much or little—you should be willing to at least try to help.

Just as the individual owes something to society in return for the benefits it confers on him, and the Government which affords him protection, so he owes something to the industry from which he makes his livelihood, and from which he secures whatever surplus he may have for the pleasures of life, and for a competence in his declining years.

That old law of compensation says to you—help me and I'll help you—ignore me and I've nothing for you nothing to give you.



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This law applies with equal force to the individual. He gets out of life about what he puts into it. He gets out of his social intercourse with his fellows about what he puts into it. He gets out of his business about what he puts into it. He gets out of his home a return about equal to his contribution. Usually society pays a man about what his services to society are worth. There are of course, exceptions to the rule, but they serve only to emphasize its immutability.

So in this baker's association we get out of it individually about what we put into it. Members sometime complain that they get little good out of the Association, and invariably they are found to have contributed nothing whatever to it—save a somewhat grudgingly-given \$10.

Men who never have been members, but who owe the institution their support, say: "Oh! the Association can't do me any good." Of course it cannot do you much good if you persist in remaining on the outside. If you expect the Association to be of any service to you, to do your business any good, you must do your part—be it much or little—you should be willing to at least try to help.

Just as the individual owes something to society in return for the benefits it confers on him, and the Government which affords him protection, so he owes something to the industry from which he makes his livelihood, and from which he secures whatever surplus he may have for the pleasures of life, and for a competence in his declining years.

That old law of compensation says to you—help me and I'll help you—ignore me and I've nothing for you nothing to give you.

You ought to be big enough, broad enough, and sportsman enough to be willing to pay your own way.

The man who is constantly looking for something for nothing, usually winds up by getting nothing for something.

CO-OPERATION

The industry must prepare itself through organized co-operation for the solution of the problems common to all, which are of such character and magnitude that they cannot be solved individually.

In this day of highly organized industry, no man however big or small, however strong or weak, can afford to go it alone, can afford to be without the counsel and advice of his fellows in the industry.

I wonder why it is so difficult to get bakers to work together. Why so hard to get them to come together to discuss those many vital problems which are common to all alike.

When I think of the difficulty of getting the bakers to undertake any concerted action—I am reminded of the visit of a party of friends to an insane asylum.

The Warden had taken the party through the various wards, shown them the store rooms, the mammoth kitchens, the great dining room, the recreation quarters, and finally brought them to a ward built like a jail, with barred windows and great iron doors. There were quite a number of patients scattered about this room and sitting quite at ease in a comfortable arm chair and apparently indifferent to his surroundings—was a single guard.

"This is the violent ward, and we have to keep all these patients locked up," explained the Warden. "But," replied a visitor, "Can that one guard take care of all these patients alone? Suppose they should get their heads together and all attack him at once?" "Why," replied the Warden, "that is impossible, they can't get together—they're all crazy."

WE NEED TO CO-OPERATE

For defense. There are so very many problems coming up daily, which require concerted action to meet. Unjust or ill-considered State and municipal legislation, unjust and libelous criticism by the public and the press, unjust and unreasonable requirements of food inspectors, etc., that our industry must be prepared at all times to meet them if it desires to withstand them.

The baker has too long been the football of unscrupulous and ignorant politicians, and the stalking horse for the food faddist. He has been, and is being, too often the victim of unfair legislation at the hands of law makers, and adverse criticism at the hands of self-appointed defenders of the public welfare.

He has to meet the unjust demands of labor and the unreasonable requirements of politically-appointed inspectors.

While there is ample room for improvement, for betterment in the operation of bakeries, the efforts to correct the existing evils should be made by officials possessed of some knowledge of the business and its requirements, and not by those whose sole qualifications are political.

So long as this situation exists it cannot be successfully met by the bakers except through concerted action. It cannot be met through individual effort alone.

I am reminded here of the story of Hiram and the bees.

I know some of you have heard this story before. I myself have heard it on one or two occasions, but it so well illustrates the point I wish to make that I am going to risk telling it again.

You know, Missouri is famed, among other things, for its mules. One day Hiram, a faithful old colored man, was driving a four-mule team across the country, and overtook a pedestrian whom he invited to ride. The invitation was accepted and the pedestrian climbed up on the load and got himself comfortably located, counting himself exceedingly fortunate to have gotten a ride.

Hiram carried one of those whips with short stubby handle and a very long lash, which are common in some sections.

He was very expert in its use, would swing it around his head and crack it with telling effect just over the head of the lead mule, or if that failed in effect, snap his ears, or sting him on some other part of his anatomy where he thought it might be most effective.

His passenger became much interested in the expert handling of the whip, and seeing a bee on a daisy at the roadside said, "Uncle Hiram, do you see that bee over there on that daisy blossom?" "Yassar boss," replied Uncle Hiram. "Well can you pick him off with that whip of yours?" "Reckon I kin, boss," replied the driver, and with deadly accuracy he picked off the bee. Then he picked off another and another. Then seeing two bees on a clover blossom, Uncle Hiram very deftly swung his whip and picked off the two bees.

This quickly developed into a rather interesting and entertaining occupation. He occasionally missed one, but as a

rule, the bee fell victim to his deadly lash. The passenger noticed just ahead overhanging the road, a mammoth live oak, and suspended from one of its branches a large hornet's nest. He thought this would prove an excellent opportunity to really test Uncle Hiram's skill, and acting promptly on the suggestion he said, "Uncle Hiram, do you see that nest of bees hanging to that tree?" "Yassar, I sees 'em." "Well, can you pick them off too?" Uncle Hiram very promptly shook his head and replied, "No sir, boss, I don't reckon I kin. Dem bees is organized."

ASSOCIATION SHOULD HAVE SCHOOL AND LABORATORY

We need to co-operate for betterment, for improvement in quality of product. While much, very much, has been accomplished in this direction, even greater accomplishment, are yet to be achieved.

This industry should, I believe, own and operate its own laboratory and school of baking technology. In my judgment this should be a complete operating bakery, providing instruction not only in baking science and technology, but in baking practice as well.

In such an institution, men could be trained in all departments. Technical baking, plant organization, management of labor, handling of machinery, salesmanship, advertising, distribution, etc. Men could be turned out from such an institution equipped for any or all departments of the bakery.

Laboratory service could be rendered to our members at a nominal cost. The habit of analyzing all raw materials, widely practiced in the industry, would work wonders in improved quality of bakery products, and might prove a very potent means of reducing production costs.

Properly organized, efficiently managed, centrally located, in some city, like Chicago, for instance, where an output of 10,000 to 15,000 loaves per day would not be a serious item in the city's production, such an institution could be made self-supporting, and would prove a great boon to the industry.

The National Association should support fellowships for research work in a number of universities, for the benefit of the baking industry. The results of such work to be free to its members.

It should encourage the establishment of vocational training schools by the Government, and should enlist the aid of the Government in the solution of many of its problems, as such aid is now given to many other industries; notably the steel industry and the farmers.

We need to co-operate for improvement of service. "Who serves best, profits most" is an old and wise adage which nowhere has more forcible application than in the baking industry.

STUDY OF PRODUCTION COSTS

Statistical records show that 93 per cent. of all the persons engaging in any business fail. While that is a frightful rate of mortality, and while that situation has long been deplored, we have sort of accepted it as one which had to be, and have given the matter little or no further thought.

Quite recently the new Federal Trade Commission has undertaken a rather exhaustive analysis of the reasons for the existence of such a condition. Mr. Hurley, vice-chairman of this commission, in a recent address before the Boston Commercial Club, gives as a result of the Commission's investigations, these very startling figures.

"Two hundred thousand out of 260,000 corporations in the United States engaged in the manufacturing and mercantile business are merely eking out an existence. 100,000 of these do not earn a penny. Out of the 60,000 successful ones doing a business of \$100,000 per year or over, 30,000 charge off no depreciation whatever; only 10 per cent. of our manufacturers and merchants know the actual cost to manufacture and sell their products; 40 per cent. estimate their costs, and 50 per cent. have no method but to price their goods arbitrarily.

"With 22,000 business failures in the United States last year, more than 20,000 of them were small concerns.

Eighty-eight per cent. of all the business failures are due to ignorance of the costs of producing and marketing merchandise."

Think of it—93 per cent. of business men fail, and 88 per cent. of these, or 82 per cent. of the total number fail, because they don't know what it costs them to do business.

What an indictment of our business intelligence. What a commentary upon the efficiency of the business men of this country. Nine out of ten fail, and eight out of every ten fail because they don't know what it costs to do business.

And yet in the face of this showing Congress, in the present session, provided by special amendment, to the Fortifications Bill the Sundry Civil Bill, the Navy Bill and the Army Bill, that "No part of the appropriations made in these acts shall be available for time and efficiency studies."



Another striking evidence of the imperative need for organized industrial co-operation.

The National Association of Manufacturers (with which I believe we ought some day to affiliate) and the Merchants Association of New York, have both taken an active interest in these amendments and sought to rally the activity of business interests in opposition to them. I have not yet heard that the Chamber of Commerce of the U. S. A. has formulated a referendum on the subject; it is sure to come, however, and we shall thereafter have an authoritative expression from the organized business of the land, as to whether Government business shall be more loosely conducted than private business.

The cultivation of greater efficiency, accuracy and more complete information, is needed in the conduct of American business, if we are to successfully compete with the world producers. Not knowing how to figure costs, prices are made arbitrarily by a vast majority of American producers. They are made to meet prices of some competitor without even a shimmering idea of whether such prices are adequate to meet the cost of production.

Give me for my competitor the man who knows how to figure costs, and knowing how, prices his goods upon a genuine knowledge of production cost.

There is no competition in the world so ruinous, so disastrous, as that of the man who guesses at his production costs, or who arbitrarily fixes his prices to meet some competitor, who also knows nothing of costs.

Such competition not only spells financial ruin for the individual, but it forecasts disaster to the industry.

In no other industry in the country is the lack of production cost knowledge more evident than in the baking industry.

How unfortunate that the thousands of cut price bakers who are a menace to the industry, cannot, or do not meet with this or some other association for some real discussion of these problems.

Ask one of these bakers to come to a convention, and he immediately tells you, "I can't go, I haven't the time, I can't afford it." Of course he "can't go." Of course he "can't afford it." He is too busy at home, trying to make 16-ounce bread for 3½ cents and 10-inch pies for 8 cents.

A CRYING NEED FOR KNOWLEDGE

There is crying need in our industry for a better and wider knowledge of how to figure production and selling costs.

Some of our supposed friends in affiliated lines of trade seem to have found delight in decrying the efforts of our Association during the past year to enlighten its membership on this all-important subject, to stimulate a desire for a better knowledge of cost accounting.

I don't know whether they hope to profit by the continued ignorance of the individual in the industry, or whether they are just naturally "agin the Government."

They ought to know better, although I have long had the suspicion that their business carried so long a profit margin, that production cost is of little interest to them.

Maybe they are like the druggist who filled a prescription, charging therefor \$1.10. The customer handed him a silver dollar and a dime and walked out.

The druggist dropped the money into his coat pocket while he gave his attention to another waiting customer. After the second customer had gone, he took the money out of his pocket and walked over to the cash drawer, discovering that the dollar was counterfeit. He rushed to the door to call back the first customer, but he had vanished.

Naturally he was somewhat irritated, but consoled himself by saying, "Oh! well! the dime is good anyway and that gives me a nickel profit."

To my mind the question of accurate cost knowledge is one of the most important things which as an industry we have to consider.

Literally thousands of bakers to-day are trying to do business on the price and cost basis which prevailed ten, fifteen, and even twenty years ago.

They have allowed themselves to be lulled to sleep with the song of machinery ringing in their ears, perfectly satisfied that the much talked of labor-saving advantages of machinery had solved or would solve all their troubles over rising costs of materials and labor.

Indeed this is an error into which many of our more successful bakers have fallen. While it is true that much of the machinery now used has reduced materially the amount of hand labor employed, it is equally true that upkeep and depreciation on the machinery, shorter hours, higher wages, the demand for better facilities, conditions and environment of labor, which bakers have adopted, either voluntarily or through public opinion, have absorbed nearly all of this saving; so that the cost, exclusive of material, of producing a thousand loaves of bread, notwithstanding all our new ma-

chinery, is much greater today than it was ten or twenty years ago.

And again, granting all that may be claimed for labor-saving machinery, the great evolutions resulting from its introduction have already taken place.

In almost every industry, epochs are marked by the invention and perfection of wonderful machines. In agriculture—the mower and the reaper. In garment manufacture—the sewing machine. In transportation—the locomotive and the steam boat. In printing—the press. In our industry—the mixer, the scaling machine and the moulder.

But the great transition has already taken place from sickle and cradle to mower and reaper; from hand to machine sewing; from the ox team to the locomotive; from the sail to the steam boat; and from hand mixing, scaling and moulding to our modern machines; and we must now shift for ourselves for calculative, cost reducing methods.

Improvements? Yes, many are being made, will continue to be made, and better machines will be produced; but the great evolution from hand work to machinery has already taken place, and no such revolutionary aid to the baker will again be experienced, even though the machinery be improved.

Production costs are constantly increasing, and will continue to rise unless radical economic changes, over which we can have no control, shall take place; but that is another story.

SOME FIGURES AS TO THE COST OF MATERIAL

I have gathered together some figures as to the rise in prices during the past two years of some of the raw materials, equipment, etc., used by the bakers, which are rather startling. While prices have been steadily advancing during the past fifteen years, up to the summer of 1914 such advances had been slow and gradual; but since that time they have been very rapid.

Since July, 1914, the following approximate advances in prices of raw material used by the bakers have taken place:

	Per Cent.
White flour	50 to 60
Rye flour	50 to 60
Milk	40 to 50
Lard	20 to 30
Cottonseed Oil	80 to 90
Sugar	80
Eggs	25 to 30
Raisins	25 to 30
Machinery and equipment	20
Paper	50 to 100
Feed	20 to 25
Gasoline	100
Fuel Oil	70
Coal	8 to 10

During all this time there has been an advance in the price of bread to the consumer of from 15 to 25 per cent.

A readjustment of the division of profits between the manufacturer and the distributor has taken place. The latter is now almost universally paying the baker a higher price than he formerly did; but he has been more than compensated for this by the very large increase in the consumption of commercially-baked bread, due to its improved quality, and the economy of its use over that of home-baked bread. However, the cost to the consumer has not advanced more than 25 per cent. in twenty years on the average. Now what does this all mean to the baker?

He must prepare himself to get more money for his product, and he must prepare the public to accept his necessary advance in price.

Don't be afraid of losing trade. The increased cost of producing home baked bread has been even greater than that of producing commercially baked bread.

How necessary in the face of such an exhibit that the entire industry should launch itself at once into the thorough and careful study of cost accounting.

PREPAREDNESS THROUGH IMPROVED STANDARDS OF LIVING

To raise the standard of living of the individual is one of the important problems with which the industry should concern itself. For generations the baker has been the victim of inherited working and living habits and customs that have made him a slave to his craft, and left him no leisure to consider an improvement in these conditions. Tedious tasks, hard hand labor, long hours, and no recreation but eating and sleeping, have been for many years, and still are, the daily routine of too many thousands of bakers; giving no time for thorough public opinion, have absorbed nearly all of this ciate with men in other occupations.

Too tired and worn physically to take any advantage even of his small opportunity for a broader development and lar-



A. E. SAVAGE



HARRY MEYER

ger growth, he has gained little from contact with other men, from touching elbows and matching brains with his fellow-men.

He has had little time and less inclination to interest himself or take any part in public or community affairs, seemingly content to live his life by himself, isolated in thought, in purpose, and consequently in ideals, even from his fellow bakers. Thus he invites and becomes the easy victim of many abuses.

He has not been accorded that position of dignity to which his calling entitles him. For what occupation could possibly be more honorable, more dignified, or more entitled to the respect of, and the honors conferred by society, than that of **HONESTLY MAKING A NATION'S BREAD?**

His failure to occupy such a position among his fellows is his own fault; he alone is responsible.

The baker of today cannot be charged with the responsibility, for conditions which were handed down to him from a former generation; but the failure to better those conditions in this generation will be charged up to him, and justly so.

In the past the baker's has not been an attractive occupation. In the old days he has been a slave in his own shop. He worked when other men slept, and slept when others were having their recreation. He lived over the bakery and depended on his wife and children, working long hours daily without wages, to enable him to eke out a meagre existence, content to merely make the ends meet.

Competition based upon that sort of production cost has kept him where he is, and unless he wakes up, will continue to keep him there until his more enterprising and up-to-date brother has driven him out of business, and his opportunity is gone.

Do you remember the story told at the Richmond convention by Past President Kolb, of Philadelphia, about his old baker friend who was attending the wedding of his daughter?

He was rather more prosperous than the average of his craft, so much so that he maintained a house separate and away from his bakery, but had not broken away from his old personal habits of work. He worked at night, slept in the day time, got his own breakfast while the family slept, lunched off the counter in the shop, and took dinner at his favorite corner restaurant with some others of his kind, and exchanged limited confidences over his mug of beer.

Well, this occasion was of sufficient importance for him to lay off, and after much effort, getting into suitable dress for the occasion, he felt annoyed, uneasy, and much out of place in his strange garments. However, he came down the stairs, met his Frau in the hall and by her was ushered into the presence of his daughter, the bride to be, with this illuminating remark: "Gretchen, dis is your fadder."

The baker is entitled to receive from his business an income sufficient to enable him to live as other men live; to take the place of a real man in his community, and be recognized as a factor in his community life.

Society will accord him that place whenever he is ready to demand it, and so orders his life that he is entitled to it.

WELFARE WORK

We ought to interest ourselves in that great and rapidly growing problem of welfare work among our employees.

Better conditions and surroundings for our labor mean better workmen, mean better products, and better products mean larger consumption of those products.

If we are to compete with other industries for the best workmen, we must make our industrial conditions attractive to them as to surroundings, hours of labor, remuneration and general inducements.

To reach the highest efficiency in operation and the lowest cost in production, employees must be happy and contented.

That position of dignity and respect in the business world which we so highly prize and earnestly desire will be accorded us only in that degree in which we intelligently keep pace with the best industrial thought and highest industrial purpose of the times.

We need co-operation to cut out trade abuses and to win the housewife away from home baking.

Why should bakers in a community bitterly fight each other for the business of the habitual bread buyers, while there is so large a percentage of home bakers? Go into almost any community, get all the business which no baker in that community has, and your business will be the largest in town. It will be the envy of the entire industry.

You remember the old fable about the boys who, near the close of a day's tramp in the country, were coming to an orchard, saw a big bright red apple lying on the ground under a distant tree. They rushed for the apple, reached it together, and fought for its possession until with torn clothes and scratched faces they rolled over on their backs completely exhausted, only to find more beautiful red apples on the tree above them than they both could eat.

THE PRESS

We need to cultivate the friendliness of the press. We need this powerful, nation-wide influence to aid in the solution of many of our problems.

Instead of an attitude of indifference, of antagonism, ours should be that of interest and co-operation.

You remember last year when, due to war, wheat prices began to soar, the newspapers took up a song of rejoicing over the wonderful prosperity come to the country, because wheat was selling at \$1.50 to \$1.60 per bushel. They told the people to be glad, to rejoice, because of what the high price of wheat meant to the farmer.

This same good luck to the farmer meant an increase of 50 to 90 per cent. in the price of flour, the principal raw material used by the baker; but when he, whose margin of profit was already ridiculously small, undertook to meet this condition with an increase in his price to the consumer, he was met with an avalanche of criticism from the press. The newspapers called him "Robber!" The politician cried "Stop thief!" The poor baker had no friend at court; he had not been a buyer of newspaper space to any appreciable extent, and in a commercial way was unknown to the publishers.

Do you suppose for a moment that the big department stores, or other large advertisers in the newspapers, would have been subjected to such an unjust attack without investigation or reason? Not at all. The newspapers could ill afford to make such attack on their best customers.

Now, I don't want to be misunderstood, I have no desire to criticize the newspapers unjustly. The men in the publishing business are just as human as are the men in any other industry, and it is the most natural thing in the world that they should be interested in their patrons and rather indifferent to the affairs of those who are not their patrons.

But if the way to arouse the friendly interest of the press lies in buying their advertising space, then let us prepare for the changes which must inevitably take place in our industry in the near future by cultivating the friendliness of this great force in our commercial life.

MORE EFFICIENT ORGANIZATION

In this day of highly organized industries, no argument should be nor do I think is needed, in support of a national organization of our industry; but I do think much thought and effort might profitably be expended in the development of a more efficient organization.

We need many more bakers in Association work, and we need many times our present income. The National Association is doing the industry much and valuable service, as much



B. H. SMITH



GEO. S. WARD

and as valuable service as can be rendered with its present membership and income.

It ought to have ten times its present number of members and twenty times its present income.

There are many ways in which the money can be used to the very large profit of the individual members.

I feel that the time is ripe to reorganize the Association on bigger and broader lines; on such lines as will provide ample income for the constructive work at hand, with membership in such form and numbers, as will enable us to make our influence more widely felt, and to readily mobilize our strength when necessary to do so.

There is much to be said in favor of both the individual membership plan and the representative or delegate plan. I question whether either plan is wholly suited to the conditions existing in our industry. But some combination plan embracing the advantageous features of each might be worked out to the very great good of the industry.

Dues should be fixed on some graduated scale. It is decidedly inequitable to require the baker with a daily output of a few thousand counts, to pay the same dues as are paid by the baker with an output of fifty or a hundred thousand. The expense of maintaining association work should be apportioned to the plant output.

The matter of an effective reorganization of the association should be taken up immediately.

CONSTRUCTIVE PUBLICITY

The industry should maintain a publicity bureau, fully equipped to handle publicity for the industry.

This work I would classify under three general heads. First—Indirect Publicity; consisting of human interest stories for the newspapers and magazines. Stories telling the public the truth about the baking business. Acquainting the public with what bakers are doing to supply better bread, pure bread with high food value. What is being done to improve baking plants, sanitation, ventilation, etc. What bakers are doing to better conditions of labor, to improve the surroundings for labor, to shorten hours, to increase the hours of daylight service and decrease the hours of night service.

To take the public into our confidence regarding the cost of producing and marketing a loaf of bread. To acquaint them with the very many things now making for increased cost in the production not alone of commercially-baked bread, but of the home-baked loaf as well.

Opportunity is offered on the Chautauqua and Lyceum platforms for lectures on the science of baking, modern commercial baking and kindred subjects for the enlightenment of the public, and to the very large benefit of the industry.

This same method of educational publicity has been, and is being employed by many large industries, to acquaint the general public with real conditions prevailing in the industry.

You've all read interesting stories in the newspapers about the encroachment of the Government irrigation projects upon the great Western cattle range; how the farmers of the Central Western States have abandoned the feeding of cattle; how the great herds of the almost limitless plains have been constantly shrinking, and how after reading them you have laid aside the paper with the feeling that you would soon be compelled to pay more for meat.

You have read the many and frequent tales of the greatly reduced production and the marvelously increased consumption of gasoline, always accompanied with the assurance that the inevitable result must be higher prices, and when those higher prices came, 50, 75 and even 100 per cent. within a year, the public accepted the advance. Not without protest it is true, except as compared with its response to the effort of the baker to increase his price 10 to 20 per cent.

Just recently there appeared in the Saturday Evening Post a most interesting story entitled, "Your Next Winter's Suit." The reader was graphically told about how the war had stimulated the consumption of wool; of the increased demand which has arisen for blankets, soldier's uniforms, etc.; how wool was being put to new and heretofore unheard of uses, and when you had finished your perusal of this most interesting story, you were thoroughly satisfied that when you went down to buy your next suit, you would have to pay \$5 to \$10 more for it.

Columns have been written about the newer developments in many other industries. Public Service corporations have of late begun to take the public in their confidence, and tell them through the columns of newspapers and journals, facts which had not been known before, which place them in a much improved light before the public.

Why should our industry lag? Why haven't the bakers of this great land the sense and foresight to undertake for themselves something of the kind, to get their story before the consuming public?

Second—Defensive Publicity.

The unscrupulous politician, the food faddist, the grafter, and some times even the doctors and the Government Bureaus, have for years played battledoor and shuttlecock with the bakers with impunity. This could be made practically impossible if we had a properly organized publicity bureau, sufficiently well financed.

Quite recently there appeared on the bill boards of several Eastern cities a series of twenty-four sheets posters, of which the following is a copy, advertising Ceresota Flour. Now there is nothing wrong about Ceresota Flour, but let me read to you what this advertisement said:

CERESOTA FLOUR

THE PRIZE FLOUR OF THE WORLD

What are you paying for Bakers Bread?

What does it weigh? A 16-ounce loaf
of Home-Baked Ceresota Bread

costs 3½ cents.

Use Ceresota Flour Do your own Baking
Have Better Bread Cheaper Bread

The Northwestern Consolidated Milling Company
Minneapolis, Minn.

The Ceresota people have a perfect right to advertise that way if they want to. That is their business.

If they elect to try to market their flour exclusively through the home, they have a perfect right to advertise that fact, and say in that advertisement whatever they choose to say, so long as they "stick to the truth," which in this advertisement they did not do. The housewife cannot bake bread from Ceresota, or any other flour for less money than she can purchase the same size and quality of loaf from the baker, and the man or woman who claims otherwise, is either lamentably ignorant of production costs, or wilfully misrepresents the facts.

Quite recently there appeared in many magazines and daily papers a series of advertisements, saying many nice and complimentary things about white bread, its cheapness as an article of diet, its relative food value compared with many other common articles of food, but always saying that home-baked bread is the best. Many have wondered where these ads came from and who was paying for the space. A little investigation discloses that the campaign is being run by the Bemis Bro. Bag Company to stimulate the use of flour in small packages and consequently the sale of Bemis' bags.

Now this is perfectly legitimate, and the bag company has a right to advertise along that line if it chooses to do so, but what are you going to do about it? Are you going to sit idly by with folded hands and permit them to get away with it?

There appeared one day in a Louisville, Ky. paper, an advertisement of a new patent medicine calculated to cure stomach ills occasioned by eating too much white bread.

An appeal to the Federal Trade Commission and the Fair Trade League rather promptly put a stop to that and it has not since reappeared.

Many of you are familiar with the syndicated series of newspaper food articles written by one, Alfred W. McCann. I wish to refer to an article of this series which appeared in the Chicago News of June 23rd. In this particular article Mr. McCann shows such an absurd ignorance of this subject, or such an utter disregard for the truth, that to one who possesses a knowledge of the facts, the article loses all its force; but how about the public, which has no knowledge of the facts, and which reads this article in its favorite newspaper, commending the author as a food expert. I ask, what will be the effect on the public of these untruthful and misleading articles?

If the things which McCann says are true, then the industry deserves to be attacked; but they are not true, and I am satisfied that they are written knowing them to be untrue, for the sole purpose not of helping the public to guard against impositions, but to stimulate the sale of advertising space to the interests affected, for refutation of the statements.

Again, I say, what are you going to do about it? Are you going to continue to sit idly by and merely deplore these things? Or are you going to help arouse this sleeping giant—the baking industry—and weld it into a fighting force for the defense of our industry against such maliciously slanderous attacks? The time is ripe, the hour is at hand, the industry cries out to you for help—and I say—Do it now!

CO-OPERATIVE ADVERTISING

Then there is a third phase of the publicity program which is perhaps the most important of all, and that is, direct co-operative advertising of bread and other bakery products, and this is thoroughly practical and perfectly feasible.

Four years ago I had the pleasure of reading before your convention, then assembled in Louisville, a paper on this same subject.

Time has served not only to strengthen my own confidence in the absolute soundness of the plan therein outlined; but also to convince many doubting Thomases and skeptical bakers that the plan is not only sound, but that it is workable.

Some workable plan must be adopted on which to raise funds to prosecute the work. This plan will not only secure the funds, but will also secure to the contributors the primary benefits of the advertising.

More than that, if put into commission and honestly carried out, it will do more in five years to clear up the troubles and correct the evils now existing in the industry than has been accomplished in the past fifty years, and more than can be accomplished in the next generation through the methods now being pursued.

Briefly the plan is as follows:

First—Create a standard of qualifications for membership. Let those qualifications be responsive to the legitimate and reasonable public demands of to-day, covering factory conditions, sanitation and hygiene, physical conditions of employed labor, purity of product, and, if you please, business ethics. Make compliance with that standard necessary to membership, and make continued membership dependent upon maintenance of that standard. Make membership revocable for failure to maintain the standard.

Then adopt a suitable association emblem, which may be used by every member, to be displayed on his delivery wagons, his store windows, in his bread wrappers, and in all his newspaper and other advertising.

Now go into the journals of national circulation and the local daily newspapers and tell the public what that emblem means. Publish the standard of qualifications for membership. Say to the public that before a baker can become a member and have the right to use the emblem he must have complied with these requirements and that he must continuously comply with them to retain a membership.

Say to the housewife that she may make that emblem her buying guide with perfect safety. Teach her to accept our guarantee that every bakery displaying that sign or emblem is modern in its appointments, sanitary, clean, uses nothing but pure ingredients, employs none but healthy workmen.

Tell the housewife the truth about the food value of bread and about the relative value of home made and modern bakers' bread.

Impress the housewife with the superiority of the modern bakery equipment and facilities for making a superior loaf, and urge her to be as discriminating in her purchases of bread as she is in her purchases of other household commodities.

With that kind of a campaign going on, how long could the

baker outside the organization withstand the pressure? Membership would be open to any baker, large or small, wholesale or retail, who would comply with requirements and pay his dues.

I tell you, in five years' time, instead of an Association with 600 members grudgingly paying \$10 per year in dues and accomplishing little, we would have an association with from 6,000 to 10,000 members, gladly paying \$50 or more in dues, and accomplishing great things.

The industry through co-operative association efforts, ought to expend not less than \$250,000 a year for several years in these branches of publicity work, and I believe that it might very profitably expend double that amount. The money can be easily raised if the bakers can be impressed with its necessity and advantage.

It is estimated that nearly if not quite 50 per cent. of the commercially baked bread in the United States is to-day produced by the members of this Association. On that basis, one cent a barrel on the flour consumed will provide a revenue of \$150,000 per year; two cents a barrel \$300,000.

Who is there in the business who would hesitate to pay five cents a barrel on his flour consumption to correct the existing trade abuses in his own community, and educate the public to the point which will enable him to justly reflect raw material and production costs in the selling prices of his product.

The opportunity is yours, the time is propitious, the benefits are yours for the taking; will you here and now join this great movement, and pledge your moral and financial support to the carrying out of this, or some similar but practical and comprehensive plan?

The presidents address was applauded for several minutes and unusual enthusiasm was displayed by practically everyone present. It was generally agreed that the president's remarks indeed sounded a "keynote" not only for this convention but for the work of the association for many years to come. When the applause had subsided President Burns asked how many were willing to back up their enthusiasm with strong financial support and active work and in response a standing vote answered the president's query unanimously in the affirmative.

The meeting here adjourned until the afternoon.

First Day—Afternoon Session

The afternoon session convened at 3.00 o'clock. The president presided. First in order was the report of the Legislative Committee. The chairman, Henry Stude, Houston, Texas, gave a brief outline of the work of the committee as follows:

Report of the Legislative Committee

By Henry W. Stude, Chairman

THE presents year has been an "off year" in the legislative field in the United States—that is, only eleven State Legislatures, besides Congress, have been grinding out new legislation to increase the measure of our business difficulties, and keep us on the "anxious seat." It is certainly a relief to have these odd years of comparative release from watching so many of these seething cauldrons, which, like the witches' brew in Macbeth produce chiefly "toil and trouble" for the business man.

I am a believer in legislation, intelligently conducted, for the correction and improvement of much that is wrong or unjust or inefficient in our political and economic life as a democratic people; but I am one of those who have come to recognize the abuse of legislative responsibility, and the fallacy of a too general apparent belief in legislation as a panacea; and I hail with delight the evidence that reaction has set in, which will in time reduce the turgid stream of bills that flows in at the opening of every Legislature, and distracts the attention of these bodies from the legitimate business that should have their best thought undisturbed.

I think our best public men have come to realize that we must have less and better legislation in Congress and in the States, and that legislation in the States must take on the hue of uniformity for all subjects of common public interest, before a genuine improvement in public administration can be realized.

UNIFORM LEGISLATION

Now there may be other industries whose need is quite as bad, but I doubt if there is any whose need is greater than ours, for uniform legislation; and I guess nobody here will dispute this statement.

It isn't the mere uniformity that we need so much, but it is the enlightened and general understanding of what can and what cannot be done, what is proper and what is wrong to demand, who should be behind the demand, and other vital points of this kind, that come with a co-operative study of how to harmonize the various interests involved, which we do need very much indeed.

INTERESTS NOT NECESSARILY CONFLICTING

And let me say just here that these interests are not necessarily conflicting. I had almost used the words just now. It is a common enough phrase—"to harmonize *conflicting* interests"—but I hold that it is a term of false inference, in that after adjustment there is no longer any conflict, and because all interests can be made to harmonize.

Indeed, it seems to me that the difficulties of legislation do not lie so much in the selfishness of contending interests, as in the lack of exact and authentic information which has a proper bearing on the subject in hand. Our collective rights and our

individual rights can always be adjusted in the light of facts and truth; and while we are concerned sometimes as individuals or as an industry, we are more frequently concerned as members of the body politic.

BREAD WRAPPING

Take bread wrapping for instance. No baker in his proper senses objects to wrapping all or any part of his product if he is convinced that his community, his patrons, really want it wrapped, whether he thinks their judgment is good or bad—providing they are willing to pay the cost. Many of us have voluntarily tried it when it was a real innovation, to see how our patrons would view it, and some of us have had to return to unwrapped bread. It was a bid for public favor and more business, but it didn't always prove a successful bid.

What we have learned to object to, and properly I think, is the political demand for wrapped bread (and often for bakery goods that cannot be successfully wrapped anywhere), as distinct from a true consumer's demand, based upon the idea (right or wrong), or the feeling (reasonable or unreasonable), that they want their bread wrapped. And as many of you know, the bakers in our town took the trouble last year to prove (as well as you can prove such things by a vote of the people) that the wrapped bread demand in Houston, Texas, was purely a political demand, as we thought it was; and we beat 'em at the polls about two to one.

The great difficulty of the wrapped bread problem to the baker is, that even when the people really want it, or think they want it, and even when they agree (before aldermanic committees) to pay the cost, they won't always do it when it comes to a showdown.

THE QUESTION OF ABSORPTION

I want to tell you gentlemen something that you already know—just for the satisfaction of repeating a truism—that the amount of added cost of production which the average public official or average newspaper-educated consumer, thinks the baker can absorb, at the time-honored price of a nickel or a dime (competitive weights), is enough to make a horse laugh; but you can hardly blame 'em, because most of us have simply done it, one item after another, sometimes with little or no actual knowledge of how we were coming out, sometimes knowing full well that we were lopping off legitimate and necessary profit, or worse.

STATE LAWS ON WRAPPING

I believe there are only two States of the Union which require the wrapping of bread by State law, and these are New Hampshire and Louisiana. I hope that we can hear at this time from bakers in these two States. I should like to have the opinion of these members as to whether they consider the specific method of compelling a clean delivery of bakery products, a proper subject for State legislation; and whether, as we are informed by the officials, these laws have worked out to the entire satisfaction of the consumer and producer alike; and if not, why not.

Because the Legislature of Georgia has been called upon to consider a bill of this kind, and our members down there expect the National Association to take hold of the subject with them, and help them to reach the best conclusion regarding the attitude they ought to take and support.

I never heard that the Association took any part in helping bakers, legislators and consumers, in New Hampshire or Louisiana, to reach the wisest conclusions; but we have latterly assumed a responsibility in such matters which would dictate the offer, at least, to be of such service as we may; and I should like to hear from Georgia bakers here present regarding their views of the pending legislation.

We have on file a large amount of more or less undigested information on the subject, in the shape of scientific reports and data regarding laws and bread-wrapping as a live or dead issue in various communities, which could be rapidly arranged for service, but our Secretary has not yet taken the time, under necessity, to so arrange.

So far as we know, the McCumber bill, which provided for compulsory wrapping in the District of Columbia, and was recommended by the District Commissioners to the present Congress, has not become law. This bill was heralded as a model law on the subject which would probably set the pace for the rest of the country.

THE MODEL LAW METHOD

In my opinion, organized bakers should themselves, if possible, produce a model law on this subject, including all of its related topics, for the consideration of our law makers everywhere; and should not wait for public officials who are naturally

more interested in the whole public than in separate industries, to secure to themselves the prestige of an effort presumably based upon exhaustive and disinterested study.

Such efforts on our part should also extend to all major legislative subjects affecting the industry, and will require an amount of research, survey and study, including much technical work not yet done, that will mean the expenditure of some money for legal and other expert assistance in the Secretary's office.

In other words, this important phase of our organized work in behalf of the baking industry should not be a straggler, to be rounded up and reluctantly brought forward when the engagement is on, but should be always on the firing line at least, and better yet, among the outposts, scenting and avoiding danger, and preparing information that may either avoid engagements or prepare the industry for securing best results in the encounter.

I need hardly say that we could not adopt a more disastrous policy in these days of public interest popularity, than that of fighting every public measure simply because it adds to the complications and expense of doing business; for we should inevitably be dragged along by the heels anyway, and might as well make virtue of necessity, even if we had no higher motive. The days of "the public be damned" have long since passed away.

The wise business man now takes the public into his confidence. And between you and me, the public rather enjoys being taken into your confidence, and seldom abuses it. The experience is still somewhat novel. When this novelty wears off, we shall have lost a potent means of disarming their natural suspicions, grounded in years of the kind of exploitation that the late lamented P. T. Barnum so picturesquely described as being what the American people liked better than anything else, though they didn't know it.

THE LEGISLATIVE COMMITTEE AND ITS WORK

Now I want to make a general statement of my understanding of how it is intended to run this legislative branch of our work, and to say that I heartily approve the plan. It ought to get results—but that will depend entirely on the personnel of the central and general committee.

In the first place, we must have on file at headquarters, so arranged as to be most easily accessible, and so complete, eventually, as to meet adequately every situation that may arise, digests of the laws in force in every State, and in cities of the principal classes, on the several important subjects of public regulation affecting the baker, *e. g.*, bread wrapping, sanitation, weights; and I think that transportation could perhaps best be handled by this committee, since the shipping of bread, where it happens to be interstate commerce, frequently involves questions both of transportation and net weight and labeling.

In addition, we ought to have on file briefs of important cases where bakers have been involved, dealing with this range of subjects, as well as technical reports which have been made or may be secured on any of these topics.

OMAHA BREAD-WEIGHT BRIEF

The brief of the Omaha bread weight case, in which Mr. Burns and the bakers of Omaha succeeded finally in having declared unconstitutional a city ordinance of the type impossible to comply with and remain in business, should prove of value to the bakers of other localities, and has in fact been twice used in other cities. A record of the blackmail case against the Nissen Baking Company, of Portland, Maine, which is one of the few in which a baker has shown the courage of an inclination to go to court and defend himself against probable false claims for broken teeth and the like, will surely be useful, and may give courage to other bakers to make war against blackmailers. With a few more such cases won by the baker, and properly advertised, perhaps such claims will be discouraged.

PREPARING THE FILES

I want to repeat, however, that the labor of preparing these files will probably involve some professional service, which we cannot depend upon our man-of-all-work to do, even though he might be capable of performing certain parts of it; and that this service will of course cost some money—how much I am not prepared to say.

With these files in shape to meet the issues as they may arise, the work of such a committee as we have begun to organize would be one of routine observation and reporting to the central office, where some plan of keeping posted on State and National legislation will be adopted.

REPORTING SERVICE

There are several ways of doing this, which are more or less expensive; and after authorizing an agreement last December with a firm of Chicago attorneys who make a specialty of representing food producers' business organizations, at a retainer of \$500.00 for year 1916, as I recall it, the committee,



HARRY ZINSMASTER



GEO. W. FISHER

in February, accepted the Secretary's suggestion, that for this year at least we could get along with a law reporting service in New York City, which agreed to furnish at one hundred dollars, enough information to keep in touch with every important situation. This was to have been still further reduced in cost to us by sharing the service with the Secretary of the Millers' National Federation, whose office is in the same building; and as a matter of fact, I think even the \$50.00 was not spent, because we got more legislative grist without it than our mill could handle.

ADVANTAGE OF A LEGAL ADVISOR

However, I want to assure you that we cannot count upon handling our legislative business this way; and that we shall not only have to subscribe to some sort of a legislative reporting service but in my opinion would find it profitable and economical to retain the legal interest in our affairs as an Association, of some law concern which is already familiar, through similar relations perhaps, with food regulatory laws of the country, and with legislative work.

There is an advantage, I believe, in maintaining such relations with a firm or individual who is in a position to join the reciprocal interests of a group of clients with more or less common interests, but I believe care should be exercised in selecting the group of interests so represented, and the representative himself.

THE COMMITTEE

Now I have given you briefly the basis which has been proposed for the work of our standing Legislative Committee, which since its appointment as a new standing committee one year ago, has undergone a considerable extension both in numbers and scope.

The central committee of three, appointed as a part of President Burns' administrative policy, expects to work, with much advantage, through a general representative committee composed of a member from each State in the Union. I will read you the names of those who have been appointed through the friendly office of State Presidents and others, and you will see that the list is not yet complete, although we have had service from some of the members.

My understanding is that all the names on the list which Mr. Bell has furnished me have accepted the appointment, and if there is any mistake about this, we should like to know it. It is no particular "snap" to secure and complete such a committee, if you care what material you have on it; and we wish to announce that we haven't the slightest intention of doing it annually. The central committee will necessarily undergo some annual or biennial changes, but we expect State representatives to stick for a term of indefinite years. The work will not be arduous, but we have tried to secure the best fitted men, and they will, of course, improve with experience.

Here is the list:

Maine—F. N. Calderwood, Portland.
 New Hampshire—J. B. Pahls, Portsmouth.
 Vermont—George C. West, White River Junction.
 Massachusetts—Victor A. Friend, Melrose.
 Rhode Island—Edwin J. Arnold, Lonsdale.
 Connecticut—Henry L. Pardee, New Haven.
 New York—Burt E. Anthony, Rochester.
 New Jersey—D. Porter Oliver, Burlington.
 Pennsylvania—W. A. King, Wilkes-Barre.
 Delaware—George F. Huber, Wilmington.
 Maryland—Charles E. Meade, Baltimore.
 District of Columbia—W. S. Corby, Washington.
 Virginia—A. H. Nalde, Richmond.
 West Virginia—F. G. Strohmann, Wheeling.
 North Carolina—Samuel Pierson, Winston-Salem.
 South Carolina—Augustus Geilfuss, Spartansburg.
 Georgia—J. B. Everidge, Columbus.

Florida—W. La Fever, Jacksonville.
 Alabama—Gordon Smith, Mobile.
 Tennessee—J. A. Winkelman, Memphis.
 Mississippi—Leo C. Koestler, Vicksburg.
 Kentucky—James A. Flaherty, Covington.
 Ohio—Charles F. Stolzenbach, Lima.
 Indiana—George M. Haffner, Fort Wayne.
 Michigan—E. D. Strain, Battle Creek.
 Illinois—Andrew Schneider, Arcola.
 Wisconsin—Colvin (Jr.), Janesville.
 Minnesota—Louis F. Bolzer, Minneapolis.
 North Dakota—
 South Dakota—
 Iowa—Henry Metz, Sioux City.
 Nebraska—George Wolz, Fremont.
 Kansas—Roy Jordon, Topeka.
 Missouri—F. J. Stadtler, St. Joseph.
 Oklahoma—Jacob Buhrer, Oklahoma City.
 Texas—Ed. Goodman, Dallas.
 Arkansas—Joseph Jung, Little Rock.
 Louisiana—Henry Weil, New Orleans.
 Montana—Jacob Osenbrug, Butte.
 Wyoming—(No member.)
 Colorado—B. P. Bower, Denver.
 Utah—
 Arizona—(No member.)
 New Mexico—S. N. Balling, Albuquerque (only member).
 Washington—Henry Matthaei, Tacoma.
 Oregon—John Ackerman, Portland.
 Idaho—(No member.)
 Nevada—(No member.)
 California—Wm. M. Foley, Secretary, San Francisco.

Note.—Representation of the Canadian provinces was not sought, because Mark Bredin, in reply to our letter on the subject, gave it as his opinion that we could hardly co-operate with them on legislative matters on account of the radical differences between United States and Canadian bread laws.

WHAT WE EXPECT OF IT

It is expected that these gentlemen will, in the first place, make it their business to take a more than ordinarily careful and critical interest in all published and other information concerning local and State laws affecting directly or indirectly the premises, products, and profits of the baker, whether these laws be in contemplation, pending or on the books.

Whatever reporting service is employed at headquarters will furnish us at regular intervals with the number, date of introduction and name of introducer, subject and effect (short title), and the status or position of bills in every State Legislature, arranged numerically; and also a classification of bills by subjects, within the range of subjects stipulated in the contract.

Our State representatives will not, therefore, be expected to do any routine work of this kind so far as State legislation is concerned. A session of your State Legislature may come and go without your hearing from us, or our hearing from you concerning it; but, on the other hand, we shall expect to receive from you always, any interesting or pertinent information which may come your way, if, after careful investigation, you believe we ought to have it; or you may hear from us, at any time, requesting you to investigate information which has come to us; or to represent us, either singly or in company, at some meeting, or conference.

We shall not ask you to do more than you can spare the time or have the abilities or means to do with convenience and satisfaction, but we shall expect willing service from each representative according to his means and abilities.

LOCAL ORDINANCES

More important even than State or National legislation, however, at least within our present experience, are the local ordinances which seek to regulate the baker; and these we have no means of keeping in touch with through any known reporting



GORDON SMITH



ROY NAFZIGER

service except newspaper clippings. We already subscribe to a clipping service, for which we change our instructions occasionally as we want to hear from this or that subject which may be getting publicity.

In order to be reasonably sure that the subject of local legislation was covered by this means, we should have to subscribe to several bureaus in different sections of the country, and even then should probably miss a good deal of interesting and useful information.

LOCAL REPRESENTATIVES

Whether it seems best to do this or not, we expect to ask our State representatives, as the principal part of their duties, to select a liberal number of personal representatives, bakers or otherwise, who will be able and willing to keep them advised of anything that may be happening in the principal communities, so that investigation may be made, and the facts sent to headquarters.

One gentleman on the list just read, immediately after accepting the appointment last April, sent the following letter, on his own initiative, to a list of bakers in his State:

"Dear Sir:

"The writer has been appointed a member of the General Legislative Committee of the National Association of Master Bakers, and will be very glad to co-operate with you regarding all legislative questions which may come up within our State, and in turn lay this matter before the National Association.

"It is the idea of the National Association to render all possible support to the bakers in every State. At different times little local ordinances come up regarding the weight of bread, etc., and if any of these conditions come up in your territory, if you will present the matter to the writer, he will be very glad to in turn handle this through the National Association.

"Assuring you of my hearty co-operation at all time., I am
"Very truly yours."

This is certainly a satisfactory display of interest and energy, and a good lead to follow, in my opinion.

After the convention, at which we may receive some useful suggestions with regard to this service and, we hope, complete our committee, the Secretary will prepare a letter of general instruction and information, such as I have just outlined, for the use of our State legislative representatives, who in turn, if they approve the idea, may do likewise with their own personal representatives.

I want to warn you that it will probably be no easy task to select from a dozen to a score of men who will be willing, as well as able, to serve you in this way—whatever your personal popularity may be; and I would suggest that you begin early to secure an adequate staff of helpers, because it is not a job that any of us would care to tackle single-handed. One of our members, in advance of definite instructions, has sent us such a list, but we are not advised if the men have actually been appointed and have accepted.

AN INDEPENDENT PLAN

I ought perhaps to say parenthetically that the above outlined legislative program does not depend upon any possible change in the National constitution, but will proceed regardless of any action or lack of action in this respect. I say this because the plan is based on State representatives; and we have heard, and probably shall hear at this convention, a good deal of talk about federating the organization of the baking industry in the United States, which would mean State representatives at National Conventions, and I didn't want you to confuse this plan with any other.

AN ANNUAL MEETING

I have an idea in the back of my head which it may be somewhat early to broach, but which I believe may prove to be of value to our legislative work, and help us to bring about the much desired millenium of uniform legislation. Is there any reason why this General Legislative Committee of ours, after it gets settled down to good working basis, and its members have become familiar with their job, and to some extent with each other, should not have its own side meeting at every National Convention, for the purpose of discussing their experiences, and considering the forms of model laws. Any one of them could, out of his year's thought and experience, prepare, in five minutes, a program that would provide an hour or two of profitable discussion.

PRELIMINARY MEETING AUGUST 10TH

I hope that the members of this committee who may be in attendance at this convention, and any other members who may be particularly interested in this subject of legislation, may be able and willing to get together at lunch on Thursday, right here in the hotel, for a preliminary hand-shake and a little informal talk. All who will participate in this lunch will please leave a card for me with the clerk, and I will make the necessary arrangements.

CODIFICATION OF LAWS

One of the things I should like to take up with you is the probable value to us of a collection and codification of State

laws and possibly of city ordinances (at least a number of the most notable city ordinances of the characteristic types with which we are familiar) to be published in pamphlet form for the use of our committee. This digest should be annotated and accompanied by critical review of the situation and should be prepared by somebody whose opinions would have weight from a legal standpoint.

Certainly if we are to understand just what we are up against and are agreed upon a forward, leading policy in respect to the regulation of the baking industry by law, we should have the information and the facts before us.

Recent correspondence in the Secretary's office, for instance, shows the fact that the experience of two members (one in Minnesota and one in Maryland) with the official scoring of bakers and publication of the results, has been widely divergent. Both plants are in the front rank of modern, hygienic bakeries, and I assume that both proprietors are sensible and reasonable citizens and business men; yet one is highly dissatisfied with the official methods employed, and the other equally satisfied.

It might be worth our while to inquire into these methods in various communities, and try to devise a standard method for recommendation to all municipalities, that should render exact justice to the baker and truthful information to the public, without greatly increasing the expense of its administration.

NATIONAL LEGISLATION

I have already passed the limits to which I expected to confine this report, and must forego anything but a reference to the national legislation in which we have been actively interested.

I will say briefly that the mixed flour repeal bill is still pending in the House Committee on Ways and Means, and that we expect the present Congress will adjourn without voting on it, notwithstanding the recently reported statement by Mr. Rainey that he expected the committee would "soon take the bill up for consideration."

The opponents of this measure feel that they have made a good case against it, and that the views of a majority of the committee are favorable to an adverse report, and are quite willing that the bill should be acted upon instead of dying in committee. Action at this time would probably settle the matter for a longer period than death of the bill by want of action.

In this connection let me say that our legislative representatives in eighteen States did some excellent work for us by correspondence, in helping to create the official sentiment adverse to this bill, and that a part of our general membership responded enthusiastically at our request for similar effort on their part. We have no accurate means of knowing how many of our members made use of the pocket Congressional directory which we sent to them, but we believe it was a large number.

PRICE MAINTENANCE

At the Friday session, among other good things (and I would like to have you note the program for that session carefully) we are going to have an address on a legislative subject that we should all understand better and know more about, and I want you all to hear this address if possible.

The subject is "Maintenance of Re-sale Prices" and how the baker is affected by the legal right or denial of the right to refuse to deal with a retailer who insists on cutting the price at which the baker believes his bread should be sold. To many of you, this may not seem an important or valuable right for the baker to have; but on the other hand we know that a large number of our members do regard it as both important and valuable, because we have it from them in letters on the subject.

Now I will simply add that in accordance with action taken at the Columbus convention, and on two former occasions by the Executive Committee, we this year sent our endorsement, as an Association, of the bill known as the Stevens Bill, looking to the establishment of this right, under safeguards, for manufacturers of any standardized article—which bill is pending before the House Committee on Interstate and Foreign Commerce, Hon. W. C. Adamson, of Georgia, chairman. The proponents of the bill were heard on Decoration Day (which should not be regarded as any reflection on the bill), and the Secretary advises me that no public notice has been given of any further hearing.

There is some question perhaps as to whether this particular bill is the best vehicle for carrying into the statutes the principle of a legal maintenance of re-sale prices by the manufacturer of identified goods; but in my own mind there is no doubt whatever as to the correctness of the principle itself.

We have found but one member of the Association who asserts his belief in the incorrectness of the principle, and we have heard from many—a few doubting the importance of the matter to the average baker. We had hoped to have this one member lead the discussion on Mr. Westerfield's paper at this convention, so that others who have not expressed themselves, and may have similar views, should have a special opportunity to express them for the benefit of our members and the Executive Committee; but unfortunately this baker was unable to attend.

Nevertheless we hope that our members will freely discuss this subject at the proper time. We want all the light we can get on it, and we want to spread information on the subject as far as possible.

OTHER SUBJECTS

Now, gentlemen, I should like if I had the time, or rather if you had time, to mention a number of other important subjects of legislation, in which as an industry we have a particular interest—such as legislation defining what is unfair competition and false advertising; health insurance; vocational education; and a possible federal investigation, for publication, at our request, of the conditions and circumstances which obtain in the baking industry (similar to the investigation and report recently made concerning the meat industry), and including the price question with a purpose just contrary to the present rather halting inquiry into the soaring prices of another necessity—gasoline; but like the parrot that got down into the road and said, "Sick 'em," I am afraid I have already "talked too much," and that if I want to save my tail feathers, I'd better quit now.

So I'll just do so, with a final expression of the hope that next year's Program Committee will give a prominent place to an address on "Uniform Legislation" in its especial relation to our industry, which is a subject I had expected to say more about at this time. I can recommend an excellent speaker on this subject, and I regard it as one of great and unrealized importance to us as commercial bakers.

Discussion

Following the above greetings were read from the American Fair Trade League, following which Edward Strain, Battle Creek, Mich., discussed in some detail the report of the Legislative Committee. Commenting on the importance of some of its work, he said:

There are a great many things in this paper that need only thought and attention to get into shape where they can be used. For instance, our own local condition when anything comes up in our city. We may be very peacefully going along thinking we are very secure, but on looking at the local paper we find that our common council has decided that the baker needs a little regulating, and one of the industrious members of that body has introduced an ordinance and it has passed the first and second reading and for the third reading there must be an interval of one week. This one man may have ideas but he does not know whether they are good or bad, whether they will be for the good of the consumer or the industry. If we have a representative in our State we can write him in a few hours and if he has the data in his office we have something to work on. I know of one case where an ordinance was brought up one night, given the first and second reading by title, then published in full in the newspaper and was to be acted on the following week. It was very distasteful to the bakers in the community, who had

always been striving to keep abreast of the times. They had been wrapping their bread for several years without anything being done in the way of local legislation; they had maintained the bakeries in an absolutely sanitary manner—I dislike that word "sanitary," a friend of mine says it always makes him think of eating in a bath tub—but this ordinance would make it compulsory to wrap everything—pies and everything else. The bakers in that community happened to be live wires. Immediately upon notice of the ordinance they went to a good attorney and asked him to draft them an ordinance that would be a good ordinance, that would protect the ultimate consumer, that would carry out the ideas of the ordinance that had been drafted by the council, but that would not be distasteful to the bakers. This attorney drafted an ordinance, they had copies made, and the following meeting night the bakers in a body attended the meeting and were given a hearing. The outcome was that instead of the first distasteful ordinance, the one that was finally passed was the ordinance that was submitted by the bakers. In this case the bakers did not strive to put down the movement that was on foot, went about it in a businesslike manner and secured an ordinance that was best for the baker and best for the consumer. Any time any industry strives to defend the people they are serving, they are in the right, and when they are in the right they will win.

We have spent a considerable amount of money in the National Association on this wrapping proposition, and yet I dare say if this question were to come up in our own locality at this time you would not have a copy of that report on file in your office—the report which was sent out a year or two ago.

Some further discussion followed on this subject. C. Doerr, San Jose, Cal., expressed the opinion that the time is coming when the baker will, through his social position, be able to exercise more influence on legislative matter than in the past. R. L. Nafziger, Kansas City, said he was in favor of the legislative committee fighting anything detrimental to the trade advocated by the union.

The next order of the program was a paper entitled "Ten Cent Bread and Why." In introducing the speaker the president said, "This paper will be presented by Mr. C. N. Power, President of the Sunville Baking Co., Pueblo, Colo. I want to say that Mr. Power is a gentleman who is not widely known to the membership of this organization personally. He is very well known to your chairman, and he is one of the real live wires. The only thing I can suggest to you that would give you an idea of his power is a two and one-half pound rainbow trout that you get at the end of a five-ounce rod.

Mr. Powers's paper follows:

Ten-Cent Bread--Why?

By C. N. Power, Pueblo, Colorado

A SHORT story indeed, for there are only two reasons for making a ten-cent loaf. One is because a fifteen-cent loaf is too large for some families. The other is because those who could use a fifteen-cent loaf advantageously have not been taught to do so. There is one city, however, of about sixty thousand population where all of the leading bakers successfully market a fifteen-cent loaf. So popular has it become in this city of which I speak, in the year-and-a-half since its introduction, that now fully one-half of the bread sold is made up in fifteen-cent loaves; and this in spite of vigorous, almost extravagant, advertising of ten-cent bread. Here five-cent bread is practically a thing of the past.

All of the bakers still make five-cent bread, but in small and ever diminishing quantities. The people are learning that best values can never be obtained in a five-cent loaf.

Since the advent of the fifteen-cent loaf and the practical elimination of the five-cent loaf, the consumption of baker's bread in this city has grown by leaps and bounds—an increase in volume that has been shared by all the bakers alike and can not be accounted for by unusually effective advertising, by growth in population, or by augmented prosperity of the people. There can be but one reason—better values, both in quality and weight, and a more general satisfaction with the bakers' product.

It seems an incontrovertible fact that the more we give for the money, both in quality and weight, the more freely will our goods be purchased and the greater satisfaction they will give. This being true, is it not time to turn with increased enthusiasm to the manufacture of the larger-sized loaves? It is surely time to begin thinking about the fifteen-cent loaf, but admitting at once the impracticability of now marketing such a loaf in a general way, let us consider some of the advantages which the ten-cent loaf has over the five.

For the purpose of comparison, let us assume that we have an average-sized bakery say of four ovens, making ten-cent bread only and running about full capacity, and that we are confronted with the necessity of changing to five-cent bread only. Then let us analyze the proposition and determine in advance about what this will mean to us in the way of higher costs and other disadvantages.

COMPARISON OF COSTS

The ingredient cost, of course, is about what we choose to make it, by and with the consent of our worthy competitors. But if smaller doughs must be run on account of making smaller loaves, then a little more yeast, sugar and malt may have to be used, but this would be a small item, say about 5 per cent. more

on just the materials named, or about 12 per cent. per thousand counts.

The productive labor must be nearly double because we must now handle twice as many pieces of dough. This will mean a loss to us of about \$2.00 per thousand counts which is less than 100 per cent. increase. Non-productive labor will be increased from 25 per cent. to 50 per cent. because there will be a great deal more plant and equipment to take care of, more light, heat and porter service. Fifty cents per thousand being a fair charge for this item in a ten-cent shop, let us allow 15 per cent per thousand for this increase.

Wrapping labor will be double whether done by hand or machine. As this item runs about 30 cents per thousand in a ten-cent shop we must provide for another 30 cents to pay the increased labor charge of wrapping alone. The wrappers will cost about 65 per cent. more, or about \$1.25 per thousand counts.

In order to handle twice as many pieces of dough we must have another set of machines, at least one more oven, more proofing room, more cooling room, more pans, more racks, and more room to accommodate them. This will mean an increased investment in building and equipment of about \$10,000. Therefore maintenance, depreciation, interest on investment, and other overhead charges will amount to another 40 cents per thousand counts.

As we will have to handle twice as many loaves we may reasonably expect to have twice the loss in burns and cripples. Let us count this increased loss at 3 cents per thousand.

Now we have the bread wrapped and on the rack, with an increased expense up to this point of \$4.25 per thousand. It is now up to the sales department, which is always confronted with the two problems of keeping down selling expense and increasing profitable sales. We find at once that if only five-cent loaves are to be sold the selling expense cannot be kept down to former levels. *It must go up.*

The cost of handling from the manufacturing department to the salesmen, or into the shipping containers, will be increased about one fourth, or 8 cents per thousand counts.

Selling will be more difficult and the actual delivery work somewhat harder. Therefore we will undoubtedly have to pay the salesmen a little more in wages or commissions, and an increase of one per cent. of the selling price, or 40 cents per thousand counts, is the least we can expect.

A little more room will be required in the checking and shipping rooms. This will mean that the selling department will have to be charged with more maintenance, depreciation and interest on investment. Suppose we estimate this at 2 cents per thousand counts.

Loss on stale goods returned, which has been running from two to four per cent., will now jump up to from six to eight per cent., an increase of \$1.60 at the selling price. We may be able to sell this stale at half price, so we will estimate our increased loss at 80 cents per thousand counts.

This makes an increased selling cost of \$1.30 per thousand, which must be added to the \$4.25 increased manufacturing expense, making a total increased cost of doing business of \$5.55 per thousand counts, which is surely conservative. A differential of about this amount would apply in factories of any size regardless of the proportion of five-cent bread manufactured. The selling price of four cents per count can not be increased so this loss must be made up somewhere within the business. There is but one place we can make it up. We are compelled to take it out of the cost of the ingredients. We have been scaling two pounds to the loaf, one pound to the count. Dough has been costing us 2 cents per pound. Therefore the ingredient cost has been \$20.00 per thousand counts, which must now be reduced \$5.55 to make up for the other losses incurred on account of making the five-cent loaf. This leaves us \$14.45 for our ingredient cost, a reduction of 27¾ per cent., and our scaling must be cut down accordingly, which makes our five-cent loaf weigh about 11½ ounces.

PROBLEMS OF THE SALES DEPARTMENT.

The sales department still faces the problem of increasing profitable sales. We can now give 23 ounces of bread in two loaves for a dime. Our competitor who makes only ten-cent loaves can give 32 ounces for a dime. Our dime's worth will be 9 ounces lighter, it will not taste as good, it will not keep fresh as long, and it will not please the dealer or consumer as well. The grocer who is always complaining anyway about the small profit he makes on bread, is better satisfied with the ten-cent loaf, because the percentage of his selling expense is so much less. It costs him no more to sell a ten-cent loaf than a five. The same time is required to take the order, same time to wrap and pack, same time to deliver, and the same time to make the change or place on the charge books. If a grocer figures his selling and delivery cost according to the number of packages, he soon learns that the net profit on ten-cent bread is much more satisfactory. This helps to make him an enthusiastic instead of a protesting customer, helps to break down his opposition to the

four-cent per count price, and makes him willing to push bread instead of flour. When he sells a ten-cent loaf of proper weight and quality, which cost him eight cents, he is making a fair profit and is selling an article that pleases his trade and reflects credit upon himself. It is now harder to sell him the five-cent loaf than the ten, and in the near future it will be almost impossible to sell him the five-cent loaf at all.

The baker who peddles his bread from house to house will soon encroach upon the grocer's bread business until that somnolent gentleman will become aroused from his quiet slumbers and begin to fight for what bread business he has left. He will then quit fussing about price and begin to look for the loaf in which he can give best value in quality and weight. Then will the five-cent and the cut-price baker pass away together. Both have outlived their usefulness.

The ten-cent loaf is inevitable. The half-baked baker who does not recognize the fact must go down into oblivion. It is impossible for him to compete with a ten-cent loaf. It can't be done. The end of his career will be observed with appropriate ceremonies by the sheriff. But what of the baker who is making part of his product into ten-cent loaves and scaling them light? He is extending an alluring invitation for dangerous competition. He is making a golden opportunity for any other baker who will make ten-cent loaves exclusively and scale them what they ought to be. And this kind of competition will surely come. It is as certain as anything can be which hasn't already happened. His position is so obviously vulnerable that it cannot be overlooked by any wise baker seeking a location. The only way he can save himself is to stop at once and forever the vicious and ruinous practice of averaging costs, which always means placing a part of the burden of the five-cent loaf upon the broad and willing shoulders of the ten. Each loaf should carry its own burden of labor and overhead, and should be scaled accordingly. Averaging costs amounts to discrimination. It makes the more desired ten-cent purchaser pay part of the cost of the five-cent loaf. It is robbing Peter to pay Paul. Peter may properly object to being plundered and Paul should be willing to pay his full score. The one who buys a ten-cent loaf should get all the advantage of the ten-cent loaf, and the one who buys a five-cent loaf should be satisfied with what a baker can profitably sell at that price. If we are to continue making the five-cent loaf, in the name of all that is fair and honest, let us cut it down to where it will show a reasonable profit, and not rob the ten-cent purchaser to give to the less desirable five-cent buyer.

If we are to determined to commit petty larceny, with our best customers as the victims, why not keep the pelf ourselves? What is the sense of turning it over for no reason at all to a lot of folks merely because they happen to buy five-cent bread? Why not endow a university instead, or establish another "foundation" of some sort? And wouldn't it still be better to gratify our passion for plunder by stealing chickens or robbing clothes lines? Both of these pursuits might be followed without casting any reflection upon the dignity and honor of the baking industry.

A baker should regard himself as an agent of the people who use his bread, commissioned to supply them with a loaf of the highest quality at the lowest possible cost, and he will be rewarded in exact proportion to the excellence of the service rendered. Failure to deliver bread of maximum quality and weight, made of the best materials and under the most rigid sanitary conditions, at a minimum cost, is a breach of trust. Maximum value, either in quality or weight, can never be given in a five-cent loaf.

The excessive labor and overhead charges, which are out of all proportion to the value of the article, cannot be decreased. Neither can the chance of the contamination be reduced to a minimum, because there are twice as many pieces to handle and more than twice as much exposed surface. But it is argued that the people demand five-cent loaves. A baker does not relieve himself of all responsibility merely by giving the people what they ask for. If he is the agent of the people he is in honor bound to inform them of the kind of bread in which best values may be obtained. This is imperative and not optional—a duty he may not shirk.

This implies the necessity of advertising, because advertising is the best means of communication between the baker and the people. It is the means by which he fulfills his obligation of informing the people, whose agent he is, of the things which they ought to know and have a right to know. No matter to what extent premiums and novelties are used, continuous educational advertising is an obligation which must be accepted by those who are the leaders in the business. We have no right to go on making five-cent loaves without informing the people



PAUL J. STERN



C. N. POWER

that greater values can be obtained in the ten. The people are trusting us to give them a square deal and watching to see that we do so. If we, as agents, are loyal to their interests so they will be loyal to us. We do not discharge our most faithful employee and the public does not withhold its patronage from the baker who serves it best. Best service can not be given with a five-cent loaf.

The principle that public utilities should make a proper charge for each service rendered is well recognized by the courts. The same principle will soon be applied to business of all kinds. The grocer will not be allowed to sell sugar at less than cost and make up his loss by an over charge on something else. And the baker will not be permitted to over charge his ten-cent bread customers to make up his loss on five-cent bread. Had we not better fore-

stall obnoxious laws and unfriendly criticism by at once scaling the five-cent loaf *down* to what it ought to be and the ten-cent loaf *up* to what it ought to be?

The handwriting is on the wall for those who will to read. The larger loaves are logical and right and will prevail. The future of the ten-cent loaf is assured, but we may regard with some concern the fate of the baker who stands in the way of its coming.

The paper by Mr. Power created wide spread attention and some of the events which followed resulted in wide spread publicity in the newspapers throughout the United States, and it was generally agreed that the chairman's reference to the speaker as being "a two and one-half pound rainbow trout at the end of a five ounce rod" was quite apt.

Following Mr. Power's paper the president said: The program committee have selected to open the discussion of this most admirable and interesting paper a gentleman who is parsonally rather new in the midst of our conversations, and I deem it of interest to say just a word before introducing him. Mr. Harry Zinsmaster, president of the Zinsmaster-Smith Bread Co., Duluth, a son of Mr. Zinsmaster, of Des Moines, a brother of Marcellus Zinsmaster, whom many know. In three short years in the City of Duluth he has built a business approximating 25,000 counts of bread a day, makes nothing but ten-cent bread, in a community where they had been having 3½c bread. Mr. Zinsmaster. (Applause)

Ten-Cent Bread, and Why

Discussion by Harry Zinsmaster

The ten-cent loaf, as you have already heard, is the logical loaf of bread for us to market. In fact, if we want to make our business a real success in the future, the ten-cent loaf and the elimination of the five-cent loaf is practically a necessity. Right to-day the sales on ten-cent bread in practically every bread plant is on the increase. Why? Simply because it is the only loaf that comes the nearest to meeting the one big competitor—home-made bread.

The bread business of to-day is just exactly what we bakers of to-day have made it. It is absolutely up to us as plain, sensible business men to make this industry one of the largest and most important factors in the commercial world.

In order for us to accomplish this task it is necessary for us to have one definite purpose—to Educate the Housewife from home-made bread to our own manufactured bread. The minute we deviate from this purpose, our goal towards which we are striving is lost and our past effort is of no avail.

The average housewife of to-day who bakes bread is living in the dark; she is ignorant of what the up-to-date method of baking consists. She has to be educated, the same as a child is educated to eat from a plate—the only difference being that our task is far harder than teaching a child, whose mind is receptive to instruction and learning. The housewife's mother, grandmother and ancestors have always done their own baking—why should she change? It is her duty to bake. What an ideal situation we would have, what a bonanza, if no one baked bread at home. Our work would be all finished instead of just starting.

Great changes have taken place in bread baking within the last fifteen years, but still greater changes are coming. We not only should keep up with the times, but should be playing ahead. Our product and methods should not only be sufficient to get by with, but should be the best we know how. We should be prepared in every detail of our business to meet any emergency that might come. Why is it that when a new plant goes into a town, all the rest of us fuss and fume—simply because we are just getting by with our product and that is all. Give your town and people the best in you—the best possible—don't try to increase profits and get rich over night; give them the highest quality and then see how results will come. The best sustained effort directed along the right lines, spells success for any business. It is easy to say that it should be done, but the vital question is "How?"

You never can and never will compete and win out on the five-cent loaf against the housewife's bread. You know as well as I do that the five-cent loaf is the poorest excuse in the world for a loaf of bread. It is a detriment to our industry. It should never have been and the quicker we eliminate it the better off we will be. Compare your costs on two five-cent loaves wrapped, with one of ten-cent loaf wrapped (and I think the costs given by Mr. Power are very conservative). Take this extra cost and put it in one of the best ten-cent loaves possible, and then we can accomplish some of the things outlined. The ten-cent loaf can be put across—the workingman will buy it—the public will buy it, but it will have to be so good that they can't get away from buying it. Attack the housewife on an equal basis—Quality, Cleanliness and Service, with a ten-cent loaf so good, so clean, so pure that she can't get away from it. Have every employee in your organization working toward one end—better bread, cleaner methods, better service and bigger sales, on one standard, logical loaf. To gaze upon a clean baker, well-shaved, with clean fingernails, who passes the health inspectors' examination at any time, is a big means to the end. The ten-cent bread is the means to enable us all to accomplish these results and is the only means to a real Success in the bakery business these days.



W. H. KIEG



U. B. SCHMIDT

Let us start at the very bottom of the ladder—down at the heart of the whole proposition—our Plant. We all congregate here in this hotel—Why? Because it is up-to-date in every detail, we have a sense of security that everything will be all that we could wish it to be. The quality, the service, the cleanliness, in fact, the whole atmosphere appeals to us. Bring the situation home to yourself, stop and think—does your place of business appeal to the public? This is an impressionistic age, and people depend a great deal on their impressions. Your plant cannot be too clean. Make it so spick and span that any housewife in your town can drop in and see the various processes of bread making. Let everything be open and above ground. We should have nothing to conceal or be ashamed of. She wants to see for herself and it is her right these days to see. Your house may be old, but that is no excuse for it not being clean. Some of the oldest hotels in the country have the cleanest kitchens, and what they can do we surely can do. The more open, the more windows, the more "Daubs of White Paint, that make the Plant what it aint," the better it is. Lay your plant out with two purposes—efficiency and advertising value. Make every detail appeal to the housewife in a pleasant way. Make her feel perfectly at home in your place and let her wander from cellar to roof if she so chooses. Make her your friend and let her spread the gospel. A good, up-to-date clean plant is one of your best advertising mediums.

From your plant of perfection must come bread of perfection. Quality to-day, to-morrow and at all times. Give the consuming public the best possible. This is an age of quality, not quantity, and quality they demand. You can't fool the people all the time. You may be successful in turning out an average loaf of bread, but let a competitor come in with a better loaf, and see what happens. Look back at these situations and see what has happened. You know and I know what was the result—better bread by all or close up shop. You can't make gold bricks out of lead, nor can you make good bread, equal to the home-made bread, out of substitutes. Why did Peter's chocolate sell over one million dollars worth of chocolate the first year in the United States and spent only sixty thousand dollars in advertising to market it? Why does some flour sell for a great deal more than other flours? Because the quality is worth it. Why do we pay thirty cents for a sandwich when we can get one for five? Quality.

Take all our successful businesses and they are built up on Quality. You can't make your bread too good, and every extra effort you make along these lines will more than repay you.

After quality comes your package. Think of the many packages you recall to mind that have impressed you. Think of the possibility of an attractive wrapper on your loaf that will attract the eye and leave an impression on the public. The package design should reflect the character of your plant. Plain, simple and clean. What is more attractive than a nice wrapped loaf of bread, in a wire basket, in an attractive and conspicuous show window? Compare this method with the unwrapped loaf in the mouldy, fly-specked show case. Is it any wonder people shuddered at baker's bread under this system?

The Delivery System: Here is where the baker can derive great results if he so chooses. A well-kept team, harness and wagon, can give you more advertising value than any bill-boards, newspapers, or other mediums you select. Have your horses well groomed, harness oiled and polished, wagons washed every day, painted every now and then. Have your trucks and wagons uniform in color, design and lettering. Don't try to tell the story of your life on the wagon. The more simple the way the better. Look at the small baker with his uncurried horses, thin and bony, his broken-down, mud-covered wagon, his bread, unwrapped, falling on the street as he opens his wagon door, and his slipping it back into his dirty wooden basket—to be sold to the housewife. Caught in such an act, how quickly she tells her neighbors, until they all know "How dirty is the baker's bread."

These are the things that hurt our business. And think of the effort on our part to overcome such a prejudice against our bread. Compare this method with the up-to-date system of the slick, clean dark-gray horses, with brass-covered harness, clean, neat wagons and all wrapped bread, the uniformed drivers with clean collars and polished shoes. His very appearance reflects the character of his firm—clean, up-to-date and on the job. Give us the clean plant, the quality loaf of cleanliness, the uniformed bakers in white linen, the wrapped loaf, the spick and span wagons and polished trucks, uniform, courteous salesmen of intelligence, and then we have a foundation. But we are not through. Put gold bricks on the dealer's shelves, and if the public doesn't know of them, what good are they without advertising.

Your advertising—the copy, designs, borders, should all harmonize with your general idea of plain, simple, cleanly methods of your organization. Neat copy, plenty of white space—retouched cuts to bring out the impression of cleanliness, should prevail. Tell your story in a short, brief way—people are too busy to wade through long copy these busy days. From the start to the finish in the endless chain of baking—the same ideas

can and must be brought out if we are to accomplish what we are here to accomplish.

Efficiency—Service—Cleanliness—Quality—in your plant, in your loaf of bread, in your delivery system, and in your advertising, and then we are on our way to Success.

But, you may say, this is the ideal and is too costly for the average baker. Of course it is costly; all up-to-date houses operate on a costly basis. Look at Crisco-Shredded Wheat, and other manufacturing firms' expenditures for cleanliness. We should work toward the ideal, and how can we do it? Gentlemen, there is only one way out—eliminate the house of fifty-seven varieties and put out ten-cent bread only.

Following the above, the Secretary read the following resolution:

Resolution Advocating Ten-Cent Bread

Recognizing that the baking business is a public trust and that the purveyor of food stuffs to the general public is charged with a responsibility second to none, recognizing that the American public would not be party to any lowering of the present high standards of food values, as represented by the bakers of the United States, confronted as we are by an unprecedented advance in the cost of all materials, labor and overhead charges, the bakers of the United States, in convention assembled, declare the necessity of securing a living return on their labor and investment.

The bakers cite in support of their position the continued and consistent advance in the retail price of all food stuffs, continuing over a period of years, sufficient to indicate that the entire trend of the age is upward, as demonstrated in all allied lines, such as meats, milk, sugars, fruits, cereals, etc. This is in obedience to the natural law, as the population of the world is increasing more rapidly than its food supply. A permanent, general recession in prices never is to be expected.

Recognizing that these are truths, ignorance of which only can result in individual and general commercial disasters, which it is the purpose of the National Association of Master Bakers to avert for its members and bakers generally, and reaffirming our sacred duty to the public, now therefore, be it;

RESOLVED, that the National Association of Master Bakers in convention assembled, records its fixed belief that the uniform and minimum price of a loaf of bread should be ten cents, and that it will encourage everywhere the manufacture and sale of such a loaf, and that such loaf always shall conserve the quantity and quality rights of the public;

RESOLVED further, that the Association recommends the liberal use of the news and advertising columns of the daily press of the country for the dissemination of the reasons and necessities for such a move, and that a consistent policy of publicity, taking the public into full confidence, be pursued.

(Offered by C. N. Power, who moved its adoption)
(Seconded by W. E. Long and by Henry Matthaei of Tacoma).

Discussion of Resolution

Henry Matthaei (Tacoma, Washington): M. Power and Mr. Zinsmaster have given us very valuable papers. They have only forgotten the fact that the loss on a five-cent loaf is three times as much as on a ten-cent loaf. In my town the time when we started to put ten-cent bread on the market the grocers told me it was impossible to sell a ten-cent loaf in Tacoma. I said, "We are going to sell it, if not to you—if you don't want to do business with us we will go direct to the families," and to-day while we are not selling 25,000 loaves a day, we do make 12,000, and 80 per cent. is ten-cent loaves.

Fred. S. Freund (St. Louis): The making of a ten-cent loaf depends on local conditions. The chair has appointed a resolutions committee and I would like to see this referred to them.

David Ackerman (Spokane, Washington): I do not believe the National Association should go on record as standardizing a loaf of bread. I believe this should be worked out by the individual baker in each locality. You must remember that we have unusual times, on account of the European war and other conditions in this country, and it makes the price of raw material almost prohibitive, and makes the size of a five-cent loaf very small. But I do not believe it would do for the National Association to go on record as recommending the ten-cent loaf. I believe it should be worked out in each locality.

Edward Strain (Battle Creek): The last speaker goes right back to where we started twenty years ago. If we want to work it out as individuals, why the National Association?

The association was formed in the first place for concerted, co-operative effort. If you revert to individual action, why spend your money to come to Salt Lake City or any other place to attend a convention? (Applause) The bakers, as well as other merchants, have been trying for years to work out their problems individually, and they never get anywhere. There is absolutely no reason why the National Association should not assert itself as wanting to benefit the people.

W. E. Long (Chicago): As I understand it, this resolution does not commit the baker to any such action—that is, he may or may not make ten-cent bread. It simply endorses the ten-cent idea as being the thing that should be done in the interest of the baker as well as of the public.

B. Howard Smith (Kansas City, Mo.): We ought to have the courage of our convictions, and for that reason I am in favor of the resolution. Mr. Power, I would say, has the courage of his convictions. He had the courage in Pueblo along about August, 1914, to make an effort to get a price corresponding to the price of material. He was fortunate in having a large stock of flour on hand that cost him around \$4.50 a barrel, when at that time flour was worth about \$7.00. Like any other businessman, he believed he should have the market price for his goods. Now there were two other bakers in the town who were paying the market price for flour, and were just about all in, as you can understand. But Mr. Power had the business acumen to go to the newspapers and lay the case before them, and asked them if they thought he should have the market price for his product, or should he sell at a price which he could afford but which would put his competitors out of business. They saw the point, and said they would protect him, and they did. The only fault you could find was that in his determination to do the thing right he raised the price to fifteen cents, and the papers protected him in it. We should have the courage of our convictions, and if we do we will be in favor of this resolution.

The President: I want to emphasize what Mr. Long calls attention to, that the resolution does not bind any member of the organization; it simply voices the sentiment of this body as to what should prevail.

(Motion put and carried unanimously.)

W. E. Long: I would like to make reference to one point brought out by Mr. Zinsmaster. I observe several ladies present, one making notes, and I take it she is representing the Housewives League or some other organization of similar nature, for the purpose of finding out what we bakers have to say, and I want to just make a remark more addressed to them than to bakers. If you will just make this note and convey this to the housewives, that if they listen to the dealer's recommendation of a loaf they will come more nearly getting bread from a plant like that Mr. Zinsmaster has described; if you want to make absolutely certain that you are getting bread from an inferior bakery, then take the dealer's recommendation for the kind of bread you want, or just ask him for "a loaf of bread." (Applause) The dirtier the baker the more apt the dealer is to recommend his bread, because the baker has to pay for those things that keep his place clean and therefore cannot make a cheap price to the dealer. It is on account of that that $3\frac{1}{2}$ ¢ bread is sold to-day—to the dealer, not to you. You pay five cents just the same.

The President: This is very interesting and I am constrained to give a few minutes more. I see Mr. Ward is present. We would like to hear from him.

George Ward (New York City): I was just thinking of an experience I had when a group of ladies went through our plant and I accompanied them. One of the ladies remarked that she was well pleased to note we wrapped a great percentage of our bread. I called her attention to the fact that wrapping a loaf did not make it clean; that no stream could be cleaner than the spring from which it came, and so

no loaf could be cleaner than the bakery from which it came. She saw the point.

Next in order on the program was a paper entitled "Publicity for the Baking Industry," by T. T. Frankenberg, Columbus, Ohio. This is published in full elsewhere in the *wholesale department* on page 97 in this issue.

Mr. Frankenberg's paper was discussed in some detail, W. E. Long, Chicago, leading the discussion. Mr. Long emphasized his opinion that everyone was agreed that publicity is a vital need in the baking industry but he pertinently asked, "How shall we raise the funds necessary to carry on such a campaign?" This led to a further discussion regarding some needed changes in the organization of the National Association it being finally suggested that the dues be raised considerably as a first step towards securing funds which would enable the association to do more effective work in the future. This suggestion was acted upon in a later session and is referred to elsewhere in this report.

The meeting then adjourned.

Second Day—One Session Only

WEDNESDAY, AUGUST 9, 1916

The second day's session was an executive one for regular members only, a detailed report of which is not released for publication. However, there were many interesting papers read at this session which were given out for publication. The first of these was an exceptionally valuable discussion by S. F. McDonald, Memphis, on "The Welfare of Employees." This is published in full elsewhere in this issue in our *wholesale department* on page 97. Another good paper read at this session was on "Simple Tests of Raw Materials" by David Coxford, of the Anthony Baking Co., Rochester, N. Y. This will be published in the next issue of *BAKERS REVIEW*.

The Use of Mineral Salts in Bread

A scientific paper which attracted more than ordinary attention was on "The Use of Mineral Salts in Bread Making" by Dr. Raymond F. Bacon, University of Pittsburgh. The discussion of this paper followed by Prof. John C. Sommers of the Operative Miller and Baker Laboratories, Chicago; and Dr. Arnold Wahl of the Wahl Efficiency Institute, Chicago and Dr. R. E. Lee, New York. This paper is published in our *operative department* on page 103, elsewhere in this issue.

Report of Secretary

During this session the secretary also gave a very interesting talk on "The Future of the National Association." Mr. Bell reviewed in considerable detail some of the problems he had to contend with and offered at the same time many valuable suggestions for the consideration of the Executive Committee. He emphasized the importance of selecting for the Executive Board only such members as could be depended upon to render effective service, and he also advised strongly that some thought be given to the advisability of the President of the Association holding the term for more than one year. In this connection he said that when a President enters his office with anything like a definite policy they usually just begin to crystalize into tangible form when he is compelled to step out of office.

Another important suggestion made by the Secretary was that the Constitution be changed to cover certain needs of the Association including the amount in payment of dues and a possible change of the name of the association. Mr. Bell suggested that "the National Association of the Baking Industry" might prove a more comprehensive title.

Mr. Bell's talk gave evidence of a great earnestness of purpose in all he said. Some of his suggestions have already been favorably acted upon.

Meeting of the Associate Members

On Wednesday morning while the above session was in progress Henry Stude, Houston, Tex., called a special meeting of the Associate Members and after a few brief remarks in which he said the meeting was called for no other purpose than that of "getting the Associates together" he left this branch of the organization to its own devices. F. S. Bamford was elected chairman. Some forty or fifty associates were present and the Chairman called for expressions of opinion regarding the forming of a separate organization composed of the bakers' machinery and supply men, but these opinions did not come forth in great numbers. The editors of several of the trade publications discussed the matter briefly following which a few of the supply men themselves made a few general remarks. It was soon evident that no very definite opinion existed relative to an organization of this character by those present and on a vote as to whether to organize or not, it was decided in the negative. Following the relief which this definite action afforded it was suggested that the Associates "organize informally" and hold a

regular session each year during the National Convention for the purpose of mutual discussion and, it was so agreed.

Round Table Conference

An informal round table conference luncheon for state and group delegates was also a part of the program on Wednesday. A number prominent in the Association affairs participated in this luncheon discussing informally various subjects.

The afternoon of Wednesday was given over to entertainment and visits to the exhibits at the hotel.

Third Day, Thursday, August 10th

The convention was called to order at 10 A. M. by the President who announced that the Hon. H. Hurley, Chairman Federal Trades Commission could not be present. However, his paper on "Trade Organization" was read by Edward Clissold.

This paper which President Burns earnestly requested everyone to read will be published in the next issue of BAKERS REVIEW. Next in order was a paper on "Reciprocal Insurance," by B. Howard Smith, Kansas City, Mo., as follows:

The Value of Specialized Insurance Service to the Baking Industry

By B. Howard Smith

The Specialist is a development of the present generation. We find him in practically every field of endeavor from the professions to commerce.

The Wholesale Baker is a specialist. His development is the result of that constant public demand for a superior product, efficiently and economically delivered.

The housewife who cherished from time remote the idea that good bread could only be secured from her own kitchen, has come to realize that the modern bakery can provide for her a product of high standard, which is unvarying in quality, and that she can secure this product from the Baker at actually lower cost than she can produce it, if her time and trouble are considered.

It must be evident to every member of this Association that the requirements of the wholesale bakery of to-day are quite different from those of the bake-shop of ten or more years ago. The difference can be seen in every phase of your business, from the purchase of raw material to the delivery department. The very relation between yourselves and your employees has undergone a complete revolution.

That a wideawake man should have foreseen the necessary change which your insurance service must undergo, is not at all strange. His keen realization of the growing importance of insurance matters to you, as well as his knowledge of what you must ultimately demand was the basis upon which a specialized insurance service for the baker was developed.

The man who developed this specialized service is Mr. Bruce Dodson, and Reciprocal Insurance, the means of extending this service to you.

Broadly classified, you are interested in two forms of insurance, fire and liability.

Your fire insurance requirements demand more than the mere delivery of an indifferently written policy, for which an unduly large premium is collected.

Your interests have now reached the magnitude where careful intelligent attention must be paid to the manner in which your policies are written. Do not forget that often a Ten Dollar fire insurance policy, may settle fifty cents on the dollar. Your insurance is not what you think you have, but what your particular contract with the insurance company designates.

It is extremely important to you to know that the insurance policy which you buy, really covers your property.

Much of the controversy which arises in the payment of fire losses is the result of improperly written insurance. Too often the insurance agent, in whom the baker places the responsibility of writing his policies, is about as familiar with the baker's insurance requirements as a Fiji Islander is with a shower bath.

Our Reciprocal Exchange first studies your policy requirements, and then issues a contract that gives you the protection which you require. In connection with this, the Exchange insists upon making a careful examination of all other policies which the baker holds. Many bakers have profited by this service. A loss is two thirds adjusted before the fire happens, if your insurance is properly written.

The importance of this feature of Reciprocal protection can not be over-estimated when the baker considers the loss which results through his inability to begin reconstruction work on account of an insurance adjustment controversy.

Exchange service provides you a guarantee that your policy fully meets all of the technical requirements. You are advised as to the proper distribution of your insurance as compared with your value. You are put in a position to know what your policy covers, you do not have to guess and then wait for the fire to prove the correctness of your guess.

Have you ever stopped to consider that you and the other policy holder pay all of the losses from the premiums which you deposit?

The capital and surplus invested in insurance companies is primarily put there to earn dividends, and not to pay losses. It is true that they stand as a guarantee that losses will be paid, but when, as in the case of the San Francisco conflagration, they are used for the payment of losses, the rates are hastily raised in order that the Company's depleted assets may be reimbursed by the policyholder.

Since the premiums pay the losses, you are vitally interested in knowing what sort of men are securing insurance protection with your premiums.

Reciprocal Exchange extends its service only to such bakers as are morally and financially responsible. As a result of this careful selection of its subscribers, the baker is not called upon to pay any part of questionable losses. Again, only plants of brick and stone or concrete construction, properly maintained, are accepted. The baker is, therefore, paying only a pro rata share of such fires as occur in properly maintained modern plants under responsible ownership. Consider this for one moment, and you can readily understand why this modern means of specialized insurance reduces the cost.

It is not enough that only desirable risks can be secured, and policies properly written. A corps of competent inspectors are kept continually in the field. Plants of policy holders and of prospective members are visited and carefully inspected. The value of this service can be best appreciated when you consider the fact that these inspectors are thoroughly versed in the actual causes of bakery fires. They come to your plant and apply this knowledge to assist you to keep from having a fire.

Let us again return to the adjustment of losses. The entire assets of Reciprocal Exchange belong exclusively to the subscribers. These funds are there for no other purpose than for the payment of losses. The management stands neither to profit nor lose through the disbursement of the fund. This develops the ideal condition, for the management has but one master to serve, and that master is the policy holder.

To realize the full importance of this, consider on the other hand the position of a regular public insurance company.

Two masters demand allegiance, the policy holder and the stockholder.

At the time of loss these interests are opposed, since every dollar paid to the policy holders is a loss to the stockholder and every dollar saved in an adjustment increases the stockholder's dividends.

These facts prove that the baker is most certain of a prompt and fair adjustment under the Reciprocal plan.

Turning to liability insurance, we find that Casualty Reciprocal Exchange service has kept pace with the rapidly changing relation between employer and employee.

Exchange service is based upon a thorough understanding of the value of the good will which must exist between an employer and his employees.

All claims are handled with a view of providing absolute equity to all persons concerned.

The professional claim adjuster, with his distasteful tactics, has been eliminated. In his place, the Exchange has provided a corps of high class attorneys, who are fully in sympathy with its plan of action. So complete is this organization that every member of this Association has available the service of the Casualty Reciprocal Exchange Claim Department, if his plant is located within the United States.

Exchange service does not stop here. The accident prevented is worth far more to the baker than the accident compensated. To fulfill this moral obligation, the Exchange operates a Safety Engineering Department.

Inspectors from this division visit the plant of every policy holder, bringing with them a fund of accident prevention knowledge. Constant effort is extended to assist the baker in unding every dangerous condition existing in his plant, and to show him how these conditions can be corrected.

Whether your state laws provide for merely the common law liability, or demand the more exacting plan of Workmen's Compensation, Casualty Reciprocal Exchange has provided the exact service which you require.

Intelligent assistance is given the baker in all Compensation States concerning safe guards and other standard devices which the various state commissions have demanded or approved, in order that his rate may be established as low as equitable.

Time limits a further recital of the many advantages which the baker secures through specialized Reciprocal Insurance Service. In closing, however, I desire to put especial emphasis on the fact that this superior insurance actually costs the member of this association from thirty to forty per cent. less premium than that charged by the regular public insurance companies.

If every member of this association availed himself of this saving, his reduction in insurance cost would on the average, pay his association dues and all of his convention expenses.

Reciprocal Insurance, as written through the Exchange, extends to every baker this guarantee:—Every policy holder shall secure real insurance protection at actual cost, and shall have the benefit of a specialized service adapted to meet the needs of the baking industry to-day. Every member of this association who is not a policy holder will find it greatly to his advantage to make a personal investigation of the benefits derived through this specialized insurance service.

Some discussion followed Mr. Smith's paper, it being generally known that the reciprocal insurance plan as conducted by Bruce Dodson of Kansas City has already been strongly recommended by the National Association of Master Bakers. D. W. Carence, Kansas City, who is connected with the Insurance Exchange was present and answered many questions regarding the details of this insurance asked by bakers present.

Following this Mrs. Ethel Rahbar, President of the Salt Lake City branch of the National Housewives League gave a short talk as a result of an invitation of the Association. Mrs. Rahbar outlined in some detail the purposes of the National Housewives League emphasizing that they were naturally much interested in the bakers products. She said housewives naturally demanded good bread and that it be made and handled in a cleanly manner. She offered no practical suggestions however, whereby conditions in the modern bake shop could be improved beyond that the baker should be careful about the quality of the bag their flour was received in.

Several members present observed that all flour sold to bakers was contained in absolutely new and clean bags.

The President here announced that he was obliged to change the order of the program and various matters were then taken up which had not been considered in their place on the program as originally prepared.

Round Table Conference Recommends Many Important Changes

Mr. Stude first made a report on the Round Table Conference and in submitting the report suggested that it be not adopted as a resolution regarding various matters that would become effective for one year hence. He submitted a motion to the effect that subject of qualifications for memberships, dues, and plans for a general publicity campaign become effective at once. This was unanimously adopted, the convention thus being pledged to a campaign of publicity, etc. Furthermore the qualifications for membership are to be examined more closely in the future.

Amendments to Constitution

Next the report of the Associate Members was received regarding their decision not to form an auxiliary organization, following which two amendments to the constitution were voted on as follows:

Substitute for Section 3, Article V: Each retiring president shall continue an active member of the executive committee for two years after the expiration of his term of office as president. Change Section 3 to Section 4.

(Moved by Harry Meyer that this amendment be adopted. Seconded by David Ackermann, and carried unanimously).

Substitute for Section 1, Article X: The annual dues of Regular members shall be \$25.00, and of Associate members \$10.00, all payable in advance on the first of January.

Strike out Section 3, Article X, and substitute the following therefor: "In its discretion the executive committee may levy and collect special assessments to meet the expense of special undertakings; provided, that such assessments shall be levied on a graduated basis proportioned to the relative size of each member's business."

Moved by W. E. Long that the amendment be adopted. Motion carried.)

Resolved: That in carrying out the purposes of the new Section 1, Article X, of the Constitution, the current 1916-17 dues, whether paid or unpaid, shall be considered as part payment of the new rate, payable January 1, 1917.

(Moved by Mr. Strain that this resolution be adopted, seconded and unanimously carried.)

Election of Officers

The following officers were elected for the ensuing year: President, S. F. McDonald, Memphis, Tenn. Vice-president, Paul J. Stern, Milwaukee, Wis. Treasurer, Fred S. Freund, St. Louis. Directors: E. D. Strain, Battle Creek, and E. J. Arnold, Providence, R. I.

The Next Meeting Place

After considerable discussion it was decided to hold the next convention at Chicago.

The opinion was rather prevalent that it would be better to hold the meeting in Chicago regularly in the future instead of in different cities each year.

Embargo on Wheat

Before adjourning the following resolutions were adopted:

Resolved, that this convention go on record as requesting Congress—and asking that other associations do the same thing—to put some restrictions upon the exportation of our cereal products this year.

(Motion seconded and carried.)

Fred S. Freund: I move that this be sent in the form of a telegram to the President of the United States, the Speaker of the House, and the Chairman of the Senate.

(Seconded and carried, and the Secretary instructed to send these telegrams).

Ode to the Association

Mr. Theodore Bartholomae, here read the two poems which appeared in the last issue of Bakers Review, one entitled "Come to the Land of the Golden West" and the other "An Ode to the National Association of Master Bakers." The latter is reprinted by special request.

Mr. Bartholomae was highly praised for these poems which met with general appreciation.

The meeting here adjourned.

Ode to the National Association of Master Bakers

*For twenty years thou hast been in the fight
For "Greater Things" in our beloved craft.
"Onward, Upward" toiling with heroic might,
Through billows high thou bravely steered the raft.*

*The day has dawned, the shadows disappear,
Bright shines the sun and passing is the night.
Thy "Progress" send old methods to the rear,
And nothing now can ever dim the "Light."*

*Toil on, take heart, stay not thy mighty zeal,
For greater things are yet to be a'born.
Guide thou our craft through tempest, woe and weal
Until no darkness shall precede the morn.*

*For thus we'll be this nation's "Benefactors"—
Do we not bless it with the "Staff of Life"?
And in the world's great drama worthy actors
If constantly for "Greater Good" we strive.*

THEO. C. BARTHOLOMAE.

Friday, August 11th

The convention was called to order at 10.30 by the President. The Secretary first read a number of telegrams of greeting after which the report of the Resolution Committee was received. This recommended that a committee be appointed to revise the Constitution also that the accounts of the Association be audited by certified public accountants and that the Association be incorporated without profit.

OBITUARY

Report of the Obituary Committee was next received. Suitable resolutions being adopted by the Association on the death of various members of the Association during the past year. These included many prominent members, notices of whose deaths have already appeared during the past year in BAKERS REVIEW.

Resolution regarding Wheat Embargo. The Association next adopted a resolution petitioning the President of the United States and the Senate and the House of Representatives to "throw about the present wheat crop the protection of an effectual embargo, so designed that it will keep within the limits of the United States that portion of the wheat supply of the country which will prevent any further advancing prices."

All of the above resolutions were unanimously adopted, the obituary resolution being adopted by a rising vote.

President then announced that he would present his gavel to the newly elected President and in so doing Mr. Burns made a characteristic speech expressing his great appreciation for all of the courtesy shown him while in office, for the co-operation accorded him. He particularly emphasized his appreciation for the generous support given him in his position by the trade press. President Burns also referred to the many members of the various committees, and to the different officers, outlining briefly the splendid work accomplished by each, following which the new President Mr. S. F. McDonald assumed the chair. Mr. McDonald was presented with a beautiful bouquet of Richmond roses and he immediately explained that they came from his largest competitor in the baking business in Memphis, Tenn. Mr. McDonald then gave an interesting talk asking for co-operation and giving the assurance of his desire to serve the association well. The various other officers and members of the

Executive Committee were "initiated", following which Mr. B. Howard Smith presented the retiring President the customary badge which the Association bestows on each retiring President. At this point Dr. H. E. Barnard read an address on "The Modern Baker, His Duty to the Public and How He is Filling It." This will be published in a later issue of BAKERS REVIEW, together with the interesting discussion which followed his address.

Following Dr. Barnard's paper Mr. Burns in an exceptionally clever speech tendered to Mr. Chas. Tyng, Chairman of the local committee, Salt Lake City, a very beautiful pin for which Mr. Tyng expressed his deep appreciation.

Next in order was a paper on "Bookkeeping for the Baker and Why," by D. G. Harrison, Chicago, which will also be published in a later issue together with the valuable discussion which followed this statement.

Mr. Sol. Westerfeld, Vice-president of the National Retail Grocers' Association, Chicago, also read an interesting paper on "Maintenance of Re-Sale Prices," which will be published next month in BAKERS REVIEW together with discussions and resolutions in connection with price maintenance.

The subject of state association was next brought up by H. W. Stude. Mr. Stude emphasized that it was the desire of the National Association to work in complete harmony with the various state and local associations and it was suggested that the National provide for a paid organization to organize state and local associations. W. E. Long, Chicago, here made a motion that a part of the constitution and by-laws referring to the expenses of the Executive Committee be suspended and that the Association authorize the payment of railroad fare and hotel bills of Executive Committee not only at Committee meetings but while in attendance at Conventions as well. This was seconded and carried. Mr. Long also at this point made an excellent speech praising President Burns for his work and loyalty to the Association.

B. F. Whitecar, Philadelphia, next introduced a memorial in the form of a resolution thanking the various members of the local committee and all others in Salt Lake City who had contributed so largely to the meeting's success, following this a number of questions in the question box were taken up and discussed briefly by Mr. Julius Wihlfahrt. There being no further business the meeting adjourned.

Entertainment Features

The visiting delegates and their wives were royally entertained during their stay in Salt Lake City. Aside from the formal program of entertainment, every visitor during his stay in the convention city was impressed with the unusual hospitality extended him on every hand. All of the principal business streets were decorated with flags and bunting, with frequent signs of welcome and the entire spirit of the city was of the old-fashioned "glad hand" kind.

On Monday evening a large "get-acquainted" committee held an informal reception in the ballroom and mezzanine floor of the Hotel Utah and very quickly all of the visitors had an opportunity to become friends. Dancing and light refreshments were features and before the evening drew to a close all of the conventionites had become one big family.

At noon on Tuesday a blind pig luncheon was served in the Grill Room of the hotel, which also cemented acquaintances and friendship together. At this luncheon the various visitors were assigned arbitrarily at the different tables, thus adding to the opportunity of "getting acquainted."

Tuesday evening a special performance at the American Theatre said to be the largest and finest motion picture theatre in the United States, was given in honor of the delegates.

Wednesday morning the visiting ladies at the convention were entertained at Pine Crest, one of the prettiest canyon spots in Utah. It was here the pioneers first wended their way into the wonderful Salt Lake Valley sixty-nine years ago. Luncheon was served during this visit.

Wednesday evening special trains were provided for visiting the great Salt Lake which is famous the world over. After enjoying the unique experience of a swim in water in which even the most inexperienced could not sink, later were served an elaborate supper in the Ship Cafe, after which there was informal dancing in the famous Saltair Pavilion over the lake which boasts the largest dancing floor in the world.

Thursday the party left on a special train for Bingham Canyon, about thirty miles distance from Salt Lake where is located by far the largest and most unique copper mine in the world. Here were seen giant steam shovels literally digging away an enormous mountain several thousand feet high, these operations accomplishing feats of digging which is said to dwarf some of the work of the Panama Canal. The town of Bingham itself was quite an oddity to the visitors, the main street being only one house wide and seven miles long.

Thursday evening was devoted to a special organ recital at the famous Mormon Tabernacle. This organ is believed to be the most perfect toned and one of the largest in the world.

Friday private automobiles were provided for various trips around Salt Lake City; these included beautiful trips up City Creek Canyon.

Exhibits

Although no arrangements had been made for exhibits at the Salt Lake City Convention, a great many enterprising concerns arranged for space at the Hotel Utah and on several floors interesting exhibits were shown. Included among these were the following:

The Hobart Manufacturing Co., Troy, Ohio.
Waterproof Paper & Board Co., Cincinnati, Ohio.
The Simplex Wrapping Machine Co., Fulton, N. Y.
The San-Knit-Airy Textile Mills, Philadelphia, Pa.
The Joe Lowe Co., New York City.
American Bakers' Machinery Co., St. Louis, Mo.
The Normalair Co., Winston-Salem, N. C.
The Union Wrapping Machine Co., Joliet, Ill.
The California Associated Raisin Co., Fresno, Cal.
The Schulze Baking Co., Chicago, Ill.

Registration at Salt Lake City

Regular Members

David Ackerman, Spokane Bakery Co., Spokane.
B. E. Anthony, Anthony Baking Co., Rochester.
E. J. Arnold, Lonsdale Baking Co., Saylesville, R. I.
S. F. Ball, Salt Lake City.
T. F. Bayha, Bayha Bakery, Wheeling.
R. R. Beamish, Davis Standard Bread Co., Los Angeles.
J. M. Bell, Secretary, Royal Ins. Bldg., Chicago, Ill.
Alex. Benson, Garden City Bakery, Missoula, Mont.
C. E. Bigham, Bigham Bakery, Glenwood Springs, Colo.
Louis F. Bolser, Excelsior Baking Co., Minneapolis.
J. W. Bonewitz, Nye & Bonewitz, Hobart, Okla.
B. P. Bower, Campbell-Sell Baking Co., Denver.
L. S. Bressler, Table Queen Baking Co., Pueblo.
Robert Brogelmann, Harden Sanitary Bakery, Harden Mont.
R. Brown, Defiance.
R. C. Brown, Defiance.
Jay Burns, Jay Burns Baking Co., Omaha.
Wm. C. Busche, Livingston, Mont.
Win Campbell, Campbell Baking Co., Kansas City, Mo.
J. W. Costello, Pacific Baking Co., Los Angeles.
G. H. Darnell, Bradford Baking Co., Los Angeles.
A. Davidson, Davidson Baking Co., Seattle.
A. C. Doerr, Calif. State Master Bakers' Assn., San Francisco.
J. Egenberger, Salt Lake City.
Frank Erath, Superior Baking Co., Salt Lake City.
Frank Erath, Jr., Superior Baking Co., Salt Lake City.
A. R. Faust, Melchert Bakery, Lewistown, Mont.
Geo. W. Fisher, Huntingdon, Pa.
E. Franz, U. S. Baking Co., Portland, Ore.
Fred S. Freund, Freund Bros. Bakery, St. Louis, Mo.
W. F. Geller, Ft. Wayne.
J. G. Gemsch, Anchor Bakery, Sacramento.
E. Goodman, Model Bakery, Dallas.
George Grimm, Peoria.

Frank Gunzenhauser, Gunzenhauser Bakery, Lancaster, Pa.
W. H. Keig, Keig & Stevens, Rockford, Ill.
R. D. Knight, Campbell-Sell Baking Co., Denver.
Herman Koch, J. Koch's Sons Bakery, New Brighton, N. Y.
Harry Korn, University Bakery, Eugene, Ore.
G. A. Krug, Krug Baking Co., Dayton.
Gustave Lay, General Baking Co., Toledo.
Chas. ind, Chas. Lind Bakery, Denver.
Linsenmaier, F. Linsenmaier Baking Co., Denver.
W. E. Long, Pacific Baking Co., Los Angeles.
S. F. McDonald, Memphis Bread Co., Memphis.
S. W. McFeely, McFeely Baking Co., Monrovia, Cal.
Fred Mantz, Barnesville, Ohio.
M. Martinov, Vienna Bakery Co., Salt Lake City.
Otto R. Matte, Golden State Baking Co., San Francisco.
Henry Matthaai, Matthaai Bread Co., Tacoma.
Chas. E. Meade, Meade Bakery, Baltimore.
W. J. Meikleham, Old Homestead Bakery, Denver.
John R. Mentzel, Mentzel Baking Co., Tupelo, Miss.
Harry Meyer, Top-Notch Baking Co., Columbus.
Geo. B. Miller, Miller Baking Co., Romeo, Mich.
Harry Mosley, Brooklyn Bakery, Seattle.
Geo. Mueller, Royal Baking Co., Salt Lake City.
Reinhard Mueller, Vienna Model Bakery, Denver.
R. L. Nafziger, Nafziger Baking Co., Kansas City, Mo.
Hilbert A. Neal, Neal Baking Co., Windsor, Ont., Can.
C. W. Ortman, C. W. Ortman Bakery, Omaha.
J. O. Osenburg, Home Bakery, Butte.
J. O. Ottenbacher, J. Ottenbacher Bakery, Phillipsburg, N. J.
A. Palmer, A. Palmer Bakery, Chicago.
Otto Peterreit, Royal Bakery, Montpelier, Idaho.
C. N. Power, Sunville Baking Co., Pueblo.
W. F. Pritts, Denver.
Gustav Rasmussen, Model Bakery, Seattle.
H. E. Rittman, Log Cabin Baking Co., Portland, Ore.
Frank H. Rueth, Rueth Bakery, Seattle.
A. E. Savage, A. E. Savage Baking Co., Jersey City.
O. B. Schmidt, Schmidt Baking Co., Oklahoma City.
L. P. Schmitt, Liberty Baking Co., Pittsburgh.
Nicholas Schmittroth, Ely Baking Co., Ely, Nev.
Jacob Schouten, Keokuk, Ia.
Wm. Seip, Chas. Seip Baking Co., Chicago.
John Seybold, Seybold Bakery, Miami.
Chas. J. Seyboldt, Bingham, Utah.
Wilfred Singleton, Star Baking Co., Cleveland.
B. Howard Smith, Consumers' Bread Co., Kansas City, Mo.
J. M. Sommerer, Jefferson City Baking Co., Jefferson City, Mo.
A. E. Spang, A. E. Spang Baking Co., Cleveland.
Julius Spang, Spang Bakery, Cleveland.
E. D. Strain, Strain Baking Co., Battle Creek.
C. F. Stoltzenbach, Stoltzenbach Baking Co., Lima.
Henry Stude, Stude Baking Co., Houston.
A. Susman, Susman Baking Co., Denver.
E. R. Taber, Star Baking Co., Colorado Springs.
W. J. Temple, Faultless Bakery, San Jose.
Wesley Thompson, J. H. Neal Bakery, Sarnia, Ont., Can.
Chas. Traefzger, Peoria.
W. J. Van Meter, Van Meter Bros. Bakery, Parsons, Kan.
Geo. S. Ward, Ward Baking Co., New York City.
C. Wielpuetz, Cape Girardeau, Mo.
Henry T. Winkelman, Winkelman Baking Co., Memphis.
J. A. Wright, Log Cabin Baking Co., Portland, Ore.
A. J. Zampieri, Zampieri Bros. Bakery, New York City.
Carl Zimmerman, Chicago Bakery, Colorado Springs.
E. H. Zimmerman, Hannibal, Mo.
H. W. Zinsmaster, Zinsmaster-Smith Baking Co., Duluth.

Associate Members

American Bakers Machinery Co., St. Louis, T. W. Remmers, Edwin Schaumburg, H. W. Sterling.
American Bread Wrapping Co., Chicago, Emil Frisch.
American Color Type Co., Chicago, A. W. Herbst.
American Oven & Machine Co., Chicago, Felix Notz.
Bakers Supplies, Los Angeles, J. H. Dunn.
California Associated Raisin Co., Fresno, N. J., Collette, Holgate Thomas.
Corn Products Refining Co., New York City, A. A. Anderson, C. H. Kirkland.
J. H. Day Co., Cincinnati, F. E. Bonney.
American Diamalt Co., Cincinnati, W. D. Phillips, C. H. Van Cleef, J. D. Schneider.
Andrews Milling Co., Chicago, Frank G. Clark.
The Bakers' Helper, Chicago, E. T. Clissold, R. S. Clissold.
Bakers Review, New York City, C. B. Thompson.
Bakers' Weekly, New York City, F. S. Bamford, Albert Klopfer.

P. Ballantine & Sons, Newark, T. L. Jordan, J. T. Greene, W. J. Meade.
 Bear Bros. Co., Chicago, Chas. Bear, C. R. Pfennig.
 The Cabell Co., Baltimore, Elmer H. Chew, M. P. McKinney.
 Chaplin Milling & Elevator Co., Chaplin, Kansas, A. R. McPhail.
 Champion Machinery Co., Joliet, W. E. Fay, E. Recht.
 Diamond Crystal Salt Co., St. Clair, Mich., O. J. Hansen.
 Douglas Co., Cedar Rapids, Ia., R. C. Currell.
 Durbin Brokerage Co., Kansas City, O. B. Durbin.
 Dutchess Tool Co., Beacon, N. Y., C. F. Gettler.
 Flouring Mills Co., Los Angeles, L. B. Isbell.
 The Fleischmann Co., New York City and Cincinnati, W. S. Verity, F. E. Clarke, H. R. Newcomb, Dr. R. E. Lee, Wm. F. Grimm, Hugh J. Cahill, H. Leimberger, Burt Holcomb, J. E. Wihlfahrt, Thos. E. Newcomb, John J. Waynor, A. N. Campbell, E. A. Archibald, John McVeity.
 J. B. Ford Co., Wvondotte, L. K. Zott.
 Hammerschlag Mfg. Co., New York City, P. L. Goddard, G. O. Strecker, M. J. Thomas, E. J. Kieffer.
 Helm-Built Ovens, Chicago, C. W. Helm, Fred Robertson.
 Hobart Mfg. Co., Troy, Ohio, L. T. Hammel.
 Hubbard Oven Co., Chicago, Arthur Fosdyke, J. W. Hicklin.
 Jaburg Brothers, New York City, J. S. Holahan.
 W. K. Jahn Co., Chicago, W. K. Jahn.
 Kalamazoo Vegetable Parchment Co., Kalamazoo, E. L. Kelly.
 Kansas Milling & Export Co., St. Louis, Peter Derlein.
 Edward Katzinger Co., Chicago, S. C. Katzinger.
 G. B. Lewis Co., Watertown, Wisc., G. E. Bacon.
 Lockwood Mfg. Co., Cincinnati, W. A. Grenshaw.
 W. E. Long Co., Chicago, Ed. Morris.
 Joe Lowe Co., New York City, M. S. Levy, M. E. Christian, T. M. Fletcher.
 Malt-Diastase Co., New York City, G. P. Reuter, H. N. Weinstein.
 Middleby-Marshall Oven Co., Chicago, Jack Faulds.
 Russell-Miller Milling Co., Minneapolis, G. A. Rooth, E. J. O'Laughlin, H. B. Greer.
 Montana Flour Mills Co., Lewistown, W. N. Smith, L. C. Mitchell.
 J. F. Montrose Supplies, Denver, J. F. Montrose.
 National Baker, Philadelphia, B. F. Whitecar.
 National Wrapping Paper Co., Nashua, N. H., F. J. Sevigne.
 New Era Milling Co., Arkansas City, G. W. Hoyland.
 Normalair Co., Winston Salem, F. F. Bahnson.
 The Northwestern Miller, Minneapolis, J. H. Woolridge, Robert T. Beatty.
 Operative Miller School, Chicago, John C. Summers.
 Owens Valley Salt Co., Los Angeles, Fred H. Skinner.
 Pillsbury Flour Mill Co., Minneapolis, W. K. Walker, Will J. Bell.
 Plymouth Milling Co., Le Mars, Iowa, Theo. C. Bartholomae.
 Proctor & Gamble Co., Cincinnati, F. K. Roche.
 Read Machinery Co., York, Pa., H. Read, W. D. Read.
 Red Star Compressed Yeast Co., Milwaukee, W. H. Clark, J. H. Warneke, E. A. Ahlstrom.
 San-Knit-Ary Textile Mills, Philadelphia, L. Friedberger, R. Reis.
 Schulze Adv. Service, Chicago, R. J. Nafe.
 Simplex Wrapping Machine Co., Fulton, N. Y., J. A. Bort.
 Thomson Machine Co., Belleville, N. J., J. J. Hoppin.
 The Triumph Mfg. Co., Cincinnati, R. Decker.
 Union Sanitary Rack Mfg. Co., Albion, Mich., G. P. Griffin.
 Union Wrapping Machine Co., Joliet, Frank Streich, W. N. Ellwood.
 Updike Milling Co., Omaha, W. H. Yohe.
 Wahl Efficiency Institute, Chicago, Arnold Wahl.
 Washburn-Crosby Co., Minneapolis, T. L. Brown, Guy Thomas, R. R. Barber, H. R. Gramer.
 Waterproof Paper & Board Co., Cincinnati, C. P. Eich.
 Werner & Pfleiderer, Saginaw, Fred Bowersmith, Geo. Helms.

GUESTS

Chas. E. Abbott, New York City, Honorary Member.
 Miss F. E. Dillan, Indianapolis, Official Stenographer.
 T. T. Frankenberg, Columbus.
 Sol Westerfeld, V.-P. Retail Grocers' Association, Chicago.
 H. B. Leary, Washington, D. C., Past President.
 F. J. Franken, of Bingham, Utah.
 Mr. Seyboldt.

Importance of Humidity in the Bakery

Contribution from the Laboratories of the Seibel Institute of Technology.

There are many varying factors which enter into bread-making each of which has its influence upon the quality of the loaf. Principally among them are temperature and humidity. The need and advantages of temperature control have been exploited sufficiently so that every baker now appreciates that there is an optimum temperature for fermentation of his dough. Just as important and advantageous to the baker is the accurate control of the humidity or moisture content of the air in his bake shop and experiments have conclusively shown that without proper humidity, the baker is only "trusting to luck" that his product will be uniform from day to day.

The term "relative humidity" is used to express the percentage amount of moisture or water vapor that air at any definite temperature contains. For instance, air containing no moisture has 0 per cent. humidity while if saturated the humidity is 100 per cent. Furthermore air at any temperature is able to contain in actual amounts more moisture than air at any lower temperature. Air saturated at 80 deg. F. with water vapor when cooled to a lower temperature would immediately precipitate out moisture in the form of rain or dew. No air is absolutely free from moisture. Even the air of the deserts has a relative humidity of about 20 per cent. But if air on a cold winter day is led into a bake shop wherein the temperature is 80 deg. F., the humidity falls below that of the air of the driest desert. The apparatus for determining the relative humidity is very simple and consists quite generally of a dry and a "wet" bulb thermometer and from the difference in their temperature readings, the per cent. humidity is easily calculated. There are also direct reading hygrometers found on the market.

Experiment has shown that the proper relative humidity to maintain in a bakery is not less than 70 per cent. nor more than 80 per cent. A difference of ten per cent. affects the period of fermentation on a five-hour dough about eight minutes, so that on a day in which the humidity is as low as 30 per cent., the time of fermentation has to be lengthened by approximately 40 minutes. If the humidity runs high the period of fermentation should be shortened correspondingly. This same effect has been observed upon hot sultry summer afternoons preceeding a storm when the doughs "come fast."

CRUST ON DOUGH CAUSED BY DRY AIR

Perhaps the greatest source of annoyance to the baker has been due to the encrusting of the dough while fermenting in the troughs and this upon consideration is more serious than the baker suspects. The hardened crust is due to the evaporation of water from the surface of the dough and the lower the humidity of the fermenting room, the more rapid the evaporation and the heavier the crust formed. The crust cannot be eradicated once formed and appears as hard lumps in the baked loaf and are especially objectionable and obnoxious to the consumer. Proper control of the humidity prevents evaporation from the surface of the dough and eliminates any possibility of encrusting. Furthermore, the evaporation is a source of actual loss to the baker. Often in a one-barrel batch of dough the evaporation of the water from its surface amounts to as much as six pounds during the period of fermentation so that the baker is losing that amount that might be made into bread. The heavy crust formed retards fermentation because the dough is prevented from rising to the fullest extent. The gluten is not properly stretched and developed, and hence the volume of the loaf is sure to be lower. To counteract the hindrance due to the crust, more power has to be furnished in the form of in-

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EDITORIAL

Charles B. Thompson, Editor

The Salt Lake Convention

IF ONLY a small proportion of the things definitely planned at the meeting of the National Association of Master Bakers in Salt Lake City are carried out, this meeting will have made history in the baking industry. Certainly no more earnest and determined effort has ever been made to do something tangible and real than at this gathering and it remains only for the trade at large to successfully carry out these plans.

President Burns' address was a masterful appeal which should awaken the conscience of every progressive baker in the United States and if it does not, nothing is apt to do so for many years to come. According to accurate estimates cited by Mr. Burns, the opportunity for continued growth in the industry, measured by the past, in the next five years will place it easily within the tenth class of the country's largest industries with an annual output of approximately \$1,000,000,000; nevertheless the trade is at present facing a serious crisis and unless there is a co-operative effort, with every shoulder to the wheel, this continued prosperity is not likely to become real.

First and foremost, of course, is the immediate work at hand and the absolute necessity of establishing the bread business on a ten cents basis. The association has gone on record with a strong resolution, advocating the ten cent loaf and as a result of this newspapers throughout the country are devoting a vast amount of space criticising same. Right now every leading baker in every leading city, from coast to coast, should go down in his pocket and spend a little real money in advertising the facts in his community. First he must advertise that the bakers are not raising the price of the five cents loaf to ten cents but merely advocating, for the economy of both the housewife and himself, the purchase of a **larger size** loaf at ten cents. The public can never be made to realize this economical fact unless they are told so comprehensively and intelligently. A judicious use of printing ink will soon convince the consumer of the actual facts; without this use and without it **right now** the baking industry is likely to suffer a great deal of harm. Throughout the land it should be told in bold type that it is more **economical** for the housewife to buy a ten cents loaf than the nickel variety.

* The bakers must begin this work individually and now that the National Association has taken a stand on the matter, it is up to it to act quickly and do collec-

tively some national publicity. **BAKERS REVIEW** will start a list with a contribution of \$100.00 for any national campaign of advertising that may be quickly gotten together and we believe that there are hundreds of leading associate members who will do likewise and even better. There should be at least one thousand bakers also who would put up amounts ranging from \$100.00 to \$5,000.00 for an immediate national publicity campaign. If nothing more is accomplished than a few full page advertisements in the most widely read national mediums, a start will at least have been made.

When President Burns had completed his stirring address, the convention applauded him for a very long while. Mr. Burns was quick to recognize the opportunity and he asked for a standing vote of all present who would back up their enthusiasm with ready money and all stood up. The need is immediate, would it not be wise for the secretary to send everyone present at this meeting a telegram asking them how much they will contribute right now to national advertising. The ball has been started rolling with bounding impetus at Salt Lake but there is a big stone wall ahead unless these suggestions are acted upon quickly.

If the National Association never accomplishes anything more than the establishing of the ten cents loaf, it will have more than justified its twenty years of existence. As far back as ten years ago, **BAKERS REVIEW** editorially advocated and prophesied the ten cents loaf and during the past few years we have continued preaching this doctrine, notwithstanding our ideas were ridiculed. Now the best bakers all know the folly of the nickel loaf, irrespective of the price of raw material. The high prices now prevailing will eventually therefore, prove the best thing that ever happened to the baking industry. Necessity is compelling the trade to accomplish something that probably never would have been accomplished as effectively otherwise.

Bakers want only fair profit on the goods they sell and so far as the public is concerned, keen competition in the business will always insure to them full value received. Eventually, the public will realize the greater economy, both for the manufacturer and the consumer, in the ten cents loaf and will buy it in preference to the smaller loaf just as the housewife at present buys eggs by the dozen, butter by the pound and milk by the quart instead of smaller quantities. If there is still any baker who does not believe all these facts to be true, he should not fail to read most carefully the report of the Salt Lake meeting elsewhere in this issue.

Another important step ahead made by the National Association this year was the adoption of a resolution creating a high standard of qualification for membership in this organization. In the future only such bakers with qualifications responsive to the legitimate and reasonable public demands of to-day covering factory conditions, sanitation, hygiene, purity of product, etc., can become members of the association. And after they have become members, these qualifications must be lived up to. This will soon mean that for a baker to display a sign in his store notifying the public that he is a member of the National Association of Master Bakers, it is a prima facie guarantee of the quality and value of his products. This will eventually mean to the baking industry what pasteurizing has meant to the milk business and the pure food label to the large food industries.

If you believe in this and all of the other constructive things brought up by the National Association for the common good, write or wire the secretary, J. M. Bell, Royal Insurance Bldg., Chicago, Ill., as soon as you read this, that you want to join the ranks and are willing to contribute your share of both energy and money for the work ahead. If there is anything at all in the idea of co-operation, the secretary should receive at least one thousand of such letters within the next thirty days. Start the honor roll and let all of this good work commence now.

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The Family Yeast Cake

A GREAT deal of absurd nonsense has been said and written of late regarding the family yeast cake and its effect on the baking business. We are asked to believe that if the bakers could, through some great conspiracy, keep the family yeast cake out of the housewife's hands most of the problems of the baking business would be solved. It seems unbelievable that such unadulterated nonsense should be advanced in earnest, nevertheless there are a few who undoubtedly take such arguments seriously.

BAKERS REVIEW believes the American housewife has every legitimate right in the world to buy all the yeast cakes that she feels inclined to buy and we are of the opinion that there is not a sane and successful baker in the United States who seriously believes that he could very materially add to his own business by keeping them from her.

J. Burns, the retiring president of the National Association of Master Bakers, in one convincing paragraph sums up the bakers' position in this connection as follows:

"And so it is that in the production and sale of bread we shall not be able to supply, as commercial bakers, that portion of the consumption of bread which is still in the hands of the housewife, until we surpass her in at least one important particular. Either we must give her a better article or render her a superior service; and we can do both. When we do, she will be glad to lay down the household burden of baking, as she has already ceased to spin yarn, boil soap and smoke meats."

If the housewife can, through the use of yeast cakes, make a better loaf of bread for less money than the baker can offer her, there is no excuse for the baking business at all. Those familiar with the trade know that bakers of the better class can furnish the housewife with a much better loaf of bread than she can bake herself for less money, to say nothing of the service rendered in obviating time and bother of baking bread in the home. This is the rock upon which the baking industry is founded and on this rock the industry will continue to grow and expand.

It isn't of the slightest concern how many yeast cakes the housewife can buy, indeed some philanthropist can furnish her with all the yeast cakes in barrel lots free and it would not matter materially to the baking business. Eventually practically all of the bread consumed will be supplied by bakeries just as the shoe manufacturer has supplanted the home cobbler and the only thing that bakers need to worry about just at present is the quality of his product and the character of his service.

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Importance of Humidity in the Bakery

(Concluded from page 80)

creased supply of yeast and yeast foods so that another source of loss results.

ADVANTAGES IN CONTROL OF HUMIDITY

The numerous advantages that are offered through the control of humidity may be summed up:—

1. Operates to effect uniform product from year to year.
2. Eliminates encrusting.
3. Eradicates hard lumps in the loaf due to the crust- ing of the dough.
4. Favors proper fermentation and development of the gluten.
5. Reduces the quantity of yeast and yeast food necessary to force the fermentation.
6. Accurately regulates the time of fermentation.

The consuming public have a right to demand bread of good quality, and uniformity of good quality is the best asset that any baker can possibly have. There is no longer any question of the effect of humidity upon bread making nor of the advantages which proper regulation afford and the progressive baker will readily see the merits of humidity control.

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T. G. Remschel

The Crown-Maltose Company, of Chicago, have recently secured the services of T. G. Remschel, who has been appointed sales manager of the concern. He has had many years' experience on the selling end, and is a capable successor to Mr. Reynolds, the former sales manager. Mr. Remschel is now on a business trip calling on the trade in the east, and was a visitor recently at the office of BAKERS REVIEW.

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Succeed Katz-Gutman Co.

The Thomsen-Katz Co., have been organized in Chicago to succeed the Katz-Gutman Co., a specialty house of that city. Offices have been established at 168 South Michigan Ave., that city. John Thomsen was formerly with Hilker & Bletch for many years, and Charles Katz, the other partner, is well known in the middle west and needs no further introduction.

Retail

General information, news and helpful articles of special interest to the Retail Baker and those who desire to keep posted on this branch of the trade.

Association News, Retail Advertising, Business Management and Practical Discussions of Retail Subjects

Investment, Labor, Income and Profit in the Retail Bakery

Tenth and last of a Series of Articles on Retail Bakery Accounting.

Written Especially for Bakers Review by Rudolph Krebs.

I RAN across a successful baker recently. At least he thought himself a success and his neighbors and acquaintances thought the same. He had accumulated the sum of \$10,000.00 in his days as a boss baker, bought some realty, and at the age of fifty-five was able to retire. He could live on the income from his property; not extravagantly of course, but comfortably. It took him thirty years to earn \$10,000.00; but still he thought himself a clever business man—and his neighbors thought the same. He had started with almost nothing—so they said—and had worked hard for thirty years to amass what to him was a fortune. Didn't that give him the right to pat himself on the back and tell everyone how he had made his pile? Wasn't he a Napoleon of Finance on a small scale? Hadn't he worked himself up from a position as an ordinary workman to the station of a landowner?

But was he really successful? Was the price he had received, \$10,000.00, sufficient for his efforts?

This man had saved up about \$1,000.00 before he married. With a few dollars that his wife brought him he was able to start in business for himself at the age of twenty-five. He had worked about sixteen hours daily up to his fifty-fifth year. And if there was an extra order or a few more rolls or cakes needed he would work a little while longer. His wife put in about ten hours daily behind the counter, and when his three sons grew up, they too had to do their share to swell the family savings.

To have \$10,000.00 in thirty years it is necessary for one to save about four dollars a week. Even an ordinary workman can put that amount aside weekly and with interest will have saved \$10,000.00 in 30 years, and he doesn't need any business ability to do it either. It is merely a matter of SAVING money, not of MAKING it.

This man was a high-grade baker and could easily have earned thirty dollars a week working not more than twelve hours daily. His wife could have received at least eight dollars a week working for someone else, and the children did work worth six dollars weekly apiece. They all worked so hard that they had very little for amusements and therefore could not spend any money to speak of outside of that necessary to clothe and feed them. You know the amount of attention that a small bakery needs.

When he started in business his work was worth forty dollars and his wife's eight dollars weekly. He couldn't spend much more than twenty dollars and ought to have had twenty-eight to lay aside. After ten years, when his boys

were old enough they performed an additional eighteen dollars' worth of labor—this should have brought his weekly savings up to above forty-six dollars.

The value of their labor outside of the amount necessary for the support of the family was \$1,456.00 per year for the first ten years, \$2,392.00 per year for the second ten years and \$1,456.00 per year for the third ten years.

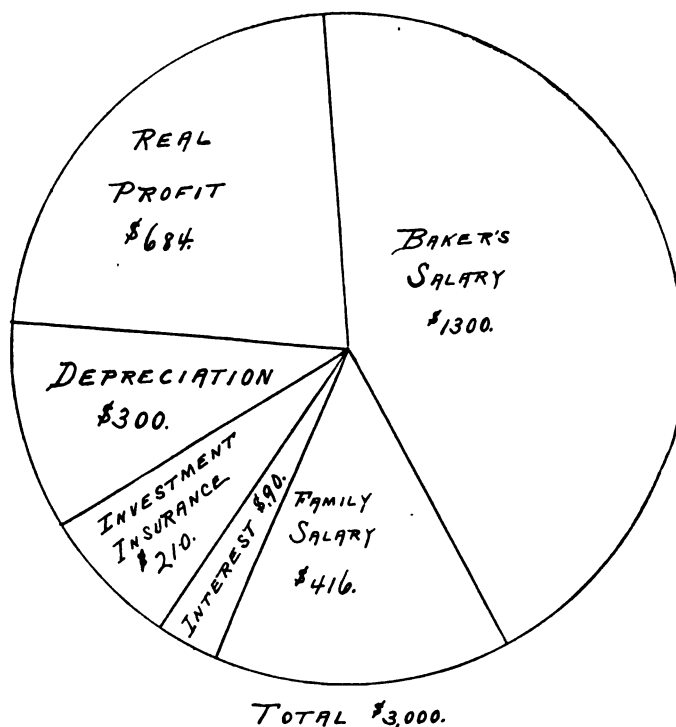


FIGURE I

With interest this should have brought his SAVINGS from his earned WAGES up to about \$80,000.00 in thirty years, and with a little business ability, that is the capacity for earning PROFITS on his investment, to a much larger sum. If our friend had known anything of the value of labor or capital he would not have been so ready to label himself a success.

THE ELEMENTS OF THE SO-CALLED PROFIT

This brings us down to a consideration of the elements of the so-called profit on business ventures.

The first money that a baker or in fact any other business man should be able to draw from his store or factory is that for his labor. Most bakers work in the shop themselves and are entitled to the standard prevailing rate of pay for that work. They are also entitled to extra pay for the work of superintendence which they perform. They work longer in their own shop than they would for anyone else and should get paid in proportion to their time employed. Usually some other member of the family is employed behind the counter, and as they perform services that the community at large is willing to pay for, and will not perform unless paid for, they too deserve to receive the standard of pay for their labor. Few bakers get anything like a just SALARY in their so called PROFITS. If they get a trifle more than their living expenses they are satisfied.

Then there is interest. When one person lends money to another he expects his own money back with an additional amount for the use of it. Though there have been times in

or more. What then should the small baker figure as honest insurance against the day when he must go out of business? At the present time his undertakings are more hazardous than those of almost any other line. He should also get some return for the tying up of his money as he can not withdraw it if he needs it for anything else.

Next we have depreciation. Machinery, fixtures, ovens and even buildings have to a greater or less extent a limited life. They wear out in time and must be replaced. The greater part of most bakers' investment is goods of this character, and most bakers do not stop to consider it at all. In a shop where the initial investment for fixtures is \$3,000.00 and the goods have a life of ten years, the replacement expense is \$300.00 per annum.

CASE OF A BAKER WHO INVESTS \$3,000

Let us take the case of a baker who has invested \$3,000.00 in a shop. He works twelve hours daily and could earn twenty-five dollars if employed by anyone else. One member of his family gives services worth eight dollars a week at the standard rates. Let us estimate his interest at three per cent. and his investment insurance at seven per cent. His plant depreciates at the rate of ten per cent. per year and he has figured his profit, that is, the difference between his sales and expenses, as \$3,000.00 per annum.

Analyzing this, we have yearly

Baker's salary	\$1,300.00
Family salary	416.00
Interest	90.00
Investment insurance	210.00
Depreciation	300.00
REAL PROFIT	684.00

\$3,000.00

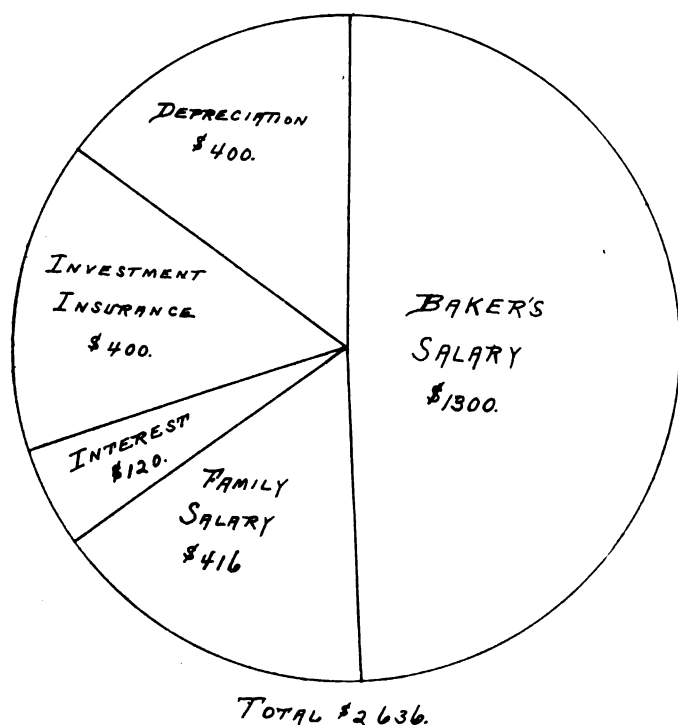


FIGURE 2

the past when it was considered immoral and even illegal to receive interest, its payment to-day is necessary to obtain the use of any money. The standard rate of simple interest to-day is about three to three and a half per cent. and this amount should be figured on the total investment, consisting of both fixed plant, that is machinery, fixtures, etc., and the working capital or amount needed to purchase supplies, merchandise and take care of the accounts receivable.

Then we have that which we will call for want of a better name, investment insurance. All business operations have some element of risk. Even the loaning of money secured by mortgages is not an absolutely safe proceeding as is evidenced by the fact that such loans bring five per cent. and up while government bonds the world over do not run much over three per cent. The difference is what the lender believes is necessary for insurance against loss. Even savings banks, considered by many almost failure-proof, must pay four or four and a half per cent. to induce people to let them handle their money. The stock of some of the large corporations sells at a price that nets the investor six per cent.

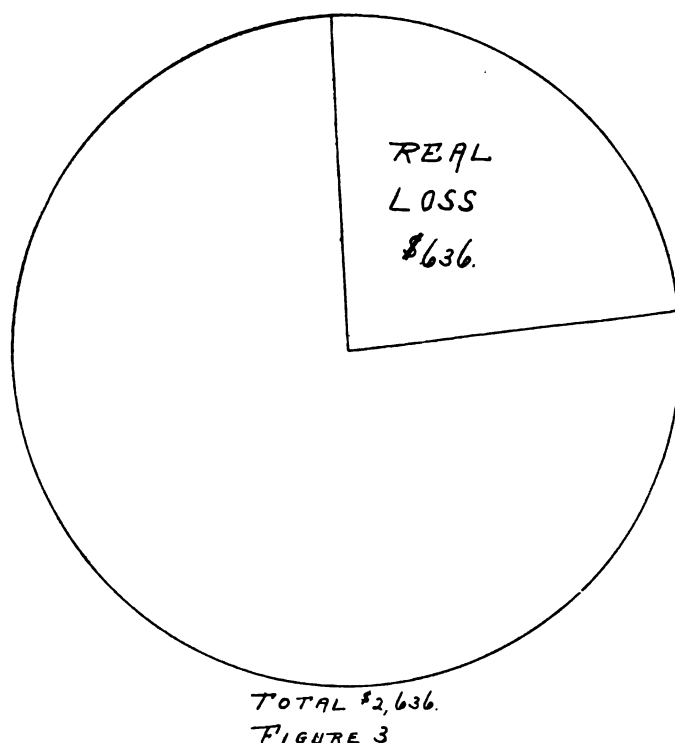


FIGURE 3

We have shown this in graphic form in Figure 1.

Let us take another case of a baker who has invested \$4,000.00, earns with his family about the same amount for labor, has about the same interest and depreciation rate, but is in business in a section where the risks are greater and estimates his investment at ten per cent.

If he had figured his gross profit at \$2,000.00 per annum we would make his analysis as follows:

Baker's salary	\$1,300.00
Family salary	416.00
Interest	120.00
Investment insurance	400.00
Depreciation	400.00
	<hr/>
	\$2,636.00
REAL LOSS	636.00
	<hr/>
	\$2,000.00

We have shown this in graphic form in Figures 2 and 3.

BUSINESS VERSUS GAMBLING

If any man were to go into the shop of the average baker and offer to play poker or pinochle or any other game with his business as the stake he would most likely refuse and say that he did not gamble, or at any rate could not afford to gamble for such large stakes. He might state further that he was a conservative with possibly a family to care for and that he could not take the risk.

Nevertheless the great majority of bakers are gambling:

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Corn Oil vs. Lard and Other Shorteners

*By Dr. J. M. Widmer of Douglas Company, Cedar Rapids, Iowa**

THE pure food movements and the general educational propaganda in connection with the digestibility and food values of food products have started a great activity among the research chemists of the different food manufacturers.

Quite a number of very practical and important discoveries have been made, and one of the most valuable is the manufacturing and refining of corn oil.

Ever since corn has been used in large quantities for the manufacturing of starch there has existed the desire to recover the oil present in the corn, and as the average Indian corn contains about four to five per cent. of oil, the importance of this idea was fully realized by the manufacturers of starch, as some of them use as much as twenty to forty thousand bushels of corn per day.

The main part of the oil in the corn is found in the kernel or germ, and in order to recover the oil, the little kernel must be separated from the bulk, which consists of starch, protein and bran. We call the corn the "King of the United States" and the different parts of it have been used for centuries, for the preparation of foods, and every one is using some of these products in the daily meals.

Only the best part—the heart—which contains the descendant of the "king" has been utilized, and what is supposed to be the first food for the young sprout—the oil—and exquisite concentrate, has been wasted by the users of the corn. This oil is extracted from the little kernel by an entirely mechanical process, and refined with a new, up-to-date method, to an edible product of enormously high shortening value, and in fact, such a product has been on the market for about a year. Corn Oil has been refined before this, but not with satisfactory results for shortening purposes.

In refining the crude oil, the free fatty acids, albumenoids, moisture—and practically all the glycerophosphatides, are removed and the oil is treated with pure steam in order to sterilize and deodorize it.

A properly refined oil should have a light color, be free from odor, and any other than a sweet flavor. It should be free from moisture, and contain commercially no fatty acids. Corn Oil

every day of their lives. They do not know to any extent what the past has been in their business, they know very little of what the present conditions are, and are not able to any extent to forecast what the future may be. They are guessing all the time. And if by luck they hit things right they credit themselves with extraordinary sound judgment.

Let us consider for a moment the professional gambler. One with a few roulette wheels or something of that type. He knows that he is as sure of winning as the world is of turning around. He KNOWS that a certain percentage of the play will always come to him. It isn't guess work on his part, nor sound judgment—but absolute knowledge. He is not gambling half as much as the baker who makes bread and cake without knowing what his costs are; what his expenditures are for material, labor, rent, light, heat, pans, paper and bags, stale, losses or bad debts, or any one of the hundred items that eat into profits. The baker is in the same position as the customer who goes into a gambling den and takes a chance on getting something for his money.

It is only with proper book-keeping records that the baker can eliminate some of the uncertainties of his craft. Only by KNOWING and not GUESSING can he be sure of having profits and not losses year after year.

with these properties, will have very good keeping qualities. As the oil is sterilized and as it is not touched by hand, it cannot be contaminated after being sterilized.

The keeping qualities of an oil are controlled by four factors:

(1) The presence of enzymes (of the family Lipases) which will decompose the glycerides in glycerine and fatty acids. The fatty acids being oxidized through the action of air, develop a strong flavor which is called rancidity.

(2) The presence of moisture which will allow these enzymes to develop or act as a hydrolizer doing the same work as the enzymes, only on a much smaller scale.

(3) The presence of low carbon acids in any large quantities, as they are very easily attacked.

(4) The presence of highly unsaturated fatty acids which have a large absorbing power for oxygen, such as linolenic acid.

The free fatty acids found in an oil do not cause the rancid flavor, as long as there is not more than about a tenth of a per cent.—in fact, an oil without a trace of free fatty acids tastes very flat, and not agreeable.

We have no vegetable or animal shortener that is chemically absolutely free from free fatty acids, and for example in Lard—we find from three-tenths to five-tenths of a per cent. of these compounds without the presence of rancidity. Rancidity is the main factor in a shortener, and it is therefore the first point to be considered in selecting a fat.

In the refining of Corn Oil, the four factors which are necessary for the development of rancidity are removed and the refined oil has therefore better keeping qualities than any other product, with the exception of olive oil, which, however, is not used as a shortener.

Corn Oil consists mostly of the glyceride of oleic and linolic acids and contains only a few percent. of low carbon acids. Mixed with these fatty components, is a small percentage of lecithin, a glycerophosphate which is the best stimulant for the digestion of fatty foods. Some authorities even claim that no fatty compounds can be digested without the presence of this substance. We find lecithin in cow-butter and eggs, but not in lard.

Corn Oil has hardly more than a trace of stearine, and for this reason is considered an ideal shortener. Its burning point is extremely high, and the oil will reach the temperature necessary

*Paper delivered at recent Cracker Convention.

for frying without smoking and eliminates therefore the disagreeable smoke and odor found in the frying room where lard or some other shortener is used. Lard burns at a temperature of about 420 to 430 deg. F., Cottonseed Oil at 530 to 540 deg. F., while Corn Oil only burns at a temperature of about 630 to 670 deg. F.

Using an oil as a shortener—substances which can absorb liquids must be gradually mixed with the oil, and if possible, add all the material which cannot absorb oil (for example—sugar) to the oil, in order to increase the amount of substance to be used with the absorbing ingredients.

From the physiological standpoint the refined Corn Oil has the best qualities next to cow-butter, and the assimilation and percentage of digestible substances in connection with the heat value, is extremely high. Some recent research work proved that the life-producing accessories are more prominent in Corn Oil, than in any other oil or fat, except cow-butter, and this point will be considered by the modern baker, as much as the physical qualities. If the manufacturer will not consider the physiological value of the product, he could use vaseline or paraffin oil as a shortener, as these mineral oils will not become rancid and do the same physical work as an oil or a fat.

It might be of interest to know that these experiments showed that mice cannot live if fed with lard, and that the temperatures necessary to make lard digestible, are quite high and abnormal, while Corn Oil produced additional vitality, and being liquid, and mostly composed of unsaturated compounds, is easily attacked by the fluids of the digestive organs.

Corn Oil being from a non-resinous plant, cannot contain any rosin compounds while Cotton Seed Oil, for example, will always contain some of these components, which although not injurious, are not desired in a shortener, as they increase the drying properties of an oil.

About the only reason why it is not used exclusively as a shortener, is to be found in the fact that the people in general are not acquainted with it, but anyone giving it a trial will be satisfied that it is the ideal product to be used in the bakery and kitchen. It is not a substitute for lard—it is in a class by itself, equipped with sufficient qualities to allow it to stand on its own merits.

Bakers' and Millers' Technical Club

The regular meeting of the Bakers' and Millers' Technical Club of Chicago was held at the Bismarck Hotel on Monday, August 14th.

The principal paper of the evening was read by W. O. Gordon of the Siebel Institute of Technology, on the "Importance of Humidity Control in the Bakery," in which the advantages afforded by efficient control of the humidity were demonstrated.

Mr. Gordon told of the experiments carried out by the Institute and indicated further experiments that would add greatly to the knowledge concerning humidity and its effect in fermentation.

The speaker suggested that uniformity of product was the greatest asset the baker could have, and that proper control of the varying factors that enter into breadmaking meant that he is no longer "trusting to luck" that his product will be uniform from day to day.

Following the discussion on "Humidity," the members conducted a symposium upon topics that most concern the baker today, as the labor situation, markets, etc.

CHARLES A. PAESCH, *Secretary*.

Studebaker Men Get Full Wage

The policy of the Studebaker corporation to place all employees enlisted for service in Mexico on full pay until Dec. 31, will not be altered by any government, state or private subscription plans for the relief of soldiers' families, according to announcement made by J. G. Heaslet, vice-president of the Studebaker corporation, in charge of engineering and production.

"Since we sent the personal letters to all our men who have enlisted, advising them that we had arranged to place them on full pay, I notice that some companies have decided to deduct any amount the families may receive from government, state and private sources," said Mr. Heaslet.

"We will go through with our original plan. In other words, regardless of what the families of any of our employees receive from other sources, we shall make no deductions from the full pay which we have promised our men.

"As a matter of fact, I do not expect a single family dependent upon our employees who have enlisted will need outside assistance."

Following is the letter distributed by the Studebaker corporation among its employees who as members of the National Guard were called to duty:

"As an expression of its appreciation of the patriotism which has prompted you to enlist in the service of your country the Studebaker corporation has arranged to place you on full pay until December 31, 1916.

"The Equitable Life Assurance society has agreed to continue in force the life insurance policy which you now hold under our insurance plan.

"Kindly advise from time to time where you desire to have the amount of your pay sent, and if to any one other than yourself, kindly sign attached order giving full name and address, which will be our authority to deliver such pay."

The order affects 42 men at the Detroit factories of the Studebaker corporation. Similar orders were sent to employees at South Bend, Ind., plants.

For the first time in the history of Massachusetts, automobiles were employed recently in mobilizing of troops at Boston. A battery of Studebaker touring cars was used, and, according to the army officers, the machines performed the job at a hitherto impossible speed, as well as with greater comfort and ease than was ever before known.

Bakery at 1916 Electrical Exposition

A modern motor driven bakery in full operation will be one of the features of the Electrical Exposition of 1916 which will be held at Grand Central Palace, New York City, October 11th to 21st. Every process of bread and cake making will be carried on under the most ideal and sanitary conditions, and with the latest and most improved devices. All of the machinery and equipment for this bakery will be supplied by Jaburg Brothers of 10 Leonard Street, New York City. Through the kind co-operation of the New York City Board of Education and the United Master Bakers of New York, students of the Murray Hill Vocational School, 37th Street and Second Avenue, New York City, of which Dr. Morris Siegal is the principal, and John J. Schmitt instructor, will have charge of operating the bakery. Bakers from New York City and from every part of the country are cordially invited to make this their headquarters during the Electrical Exposition, and to take every advantage of the exhibit in the way of observations and suggestions which may be applied to their own problem.

Arrangements for Kentucky Convention

At the August meeting of the Louisville Master Bakers' Association, was a discussion of arrangements for the annual meeting of the Kentucky Master Bakers' Association at Paducah, Ky., October 17 to 18. About twenty master bakers of Louisville will make the trip, a number of these bakers having joined a special local club which has been paying dues of \$1 per month for several months in order that they will have the money for the trip on hand. Other features of the meeting were relative to organization of the association along the benevolent line, several of the members being in favor of having some form of "come back" on their annual dues.



BREAD—that staple diet, is produced under hundreds of different formulas, different conditions and *results* are just as varying.

Bread production, as this country sees it today, is undergoing a new era of improvements and calls for bakers who are skilled, especially in this branch of the industry.

The Wahl Efficiency Institute of Baking Technology is teaching every feature of bake-shop technology, offering the baker *scientific knowledge* that he may *better understand* the daily operations of his establishment. Its courses of study cover among many things, the proper treatment of water to make it more suitable for bread baking, the *greater knowledge* of bread dough ripening, the best means of

securing better flavor, higher colors, uniformity of bloom and the *prevention of common bread diseases*.

We not only teach the scientific principles underlying bread making but we give instructions in every branch of modern baking practice including principles and practice of baking; principles and practice of yeast manufacture; and principles and practice of milling; micro-organisms; physics; chemistry; botany; mathematics; architecture; and engineering as applied to large baking establishments.

Our school literature will give you an idea of our methods and will be sent to any one interested in Better Baking Methods.

Write today—it will pay you well

Wahl Efficiency Institute

OFFICE

325 South La Salle Street
CHICAGO



ARNOLD WAHL, President

COLLEGE

1135 Fullerton Avenue
CHICAGO



**"BLUEBIRD FOR
HAPPINESS"**

UNDER the new system which I started on January 1st, and under which I sell my Blue Bird Service, I do not furnish the baker with signs, or novelties or "stock" newspaper cuts, but buy for the baker individually such advertising matter as is really necessary to carry on the campaign. These goods are billed to the baker direct by the manufacturer at a special price, lower than the baker can secure if not buying through my offices.

One baker who pays \$100 a month for service has so far had over \$900 returned in commissions saved, and that is \$300 more than the services cost during the six months. Service charges run from \$100 to \$250 a month, according to the size of the business and the amount of service needed.

One baker who was turning out 36,000 loaves a day in January and only about 32,000 last June, is now baking close to 70,000 a day. Another baker had to put in additional ovens after four months' service. A third wrote recently: "We cannot do much more advertising just now, as we are up to capacity and are building a new addition. We expected to get to capacity in a year, but you put us there in a little over five months." Two Ohio bakers have let contracts for additions, due to the fact that I got them capacity business in six months. One Ohio baker is building an entirely new plant after six months' service.

To the larger bakers who employ their own advertising man I offer "*consulting*" service at a reasonable rate.

You are invited—in fact urged—to write me for further detailed information.



S. O. LINDEMAN
RICHMOND, VIRGINIA



Wholesale

Edited especially
for the busy baker
of large affairs.
News and problems
of the Manufacturing Baker.

A General Review of the Wholesale Trade and Discussions of Practical Problems

Welfare of Employees

By S. F. McDonald, President, Memphis Bread Co., Memphis, Tenn.

WE HAVE had splendid addresses at our conventions bearing on this subject but as I remember them they seemed to have reference more or less to matters of efficiency or prodding up employees to a larger production, with a reward consisting solely of an increased wage and ending there.

From a paper prepared by W. E. Long, and delivered at the Tri-State Convention this year, I wish to quote as follows:

"I can't help thinking how like a growing child is a growing business, and how, like a child, a business man grows to maturity; how experience teaches him right from wrong practices; how he gains control over his impulses; and finally in the fullness of his intellectual vigor, how he comes to realize that the industry, of which he is but a part, is really a school, and his own progress is involved in the development of the industry as a whole."

Let me center your thoughts for a few moments upon the important part your employees play in your business.

The largest baker in the United States today is limited in his development to the progress of the industry, and as he and you and I subscribe and contribute to the development of the industry, we make possible our own further progress, if we have the ability to prosecute it.

I want now to make a statement which may be susceptible of some qualifications as follows:

You may become personally the most competent man in the business world, but if you do not impart some of your skill and ability to those around you, or in other words, take them by the hands and bring them up with you, your own ability is limited to what you can accomplish single-handed, and your business development is limited in the same degree; whereas, if you make a conscious effort to develop the character and ability of your associates and employees, your capacity and development will be multiplied by a factor which is always worth while, and may be very large indeed.

CAN ACHIEVE ONLY IN PROPORTION TO EFFICIENCY OF ORGANIZATION

You can achieve only in proportion to the efficiency of your organization, and your aim must, therefore, be to make each individual employee as competent as possible. This means co-operation, to secure which you must have their interest at heart.

Business today is in a measure made up of methods for exploiting a competitor, employee and the consuming public; and yet no one man can occupy the entire field in any kind of business, and the sooner we set up a spirit of co-operation all around the sooner shall we be able to deal fairly both with our public, and our competitors, and our employees.

As late as the middle of the eighteenth century it was the common conception of business that the buyer should gain and the seller should lose on the transaction. Today there is spreading the idea that a trade in which both the buyer and seller do not profit is a dishonest business proposition. In former times employer and employee were termed master and man, and their relations were close. As commercial pursuits become more and more intensified with the introduction of machinery and other factors it brought about a condition of estrangement between the employer and employee. The labor unions sprang up, also employers' associations, and we have had many years of unsuccessful negotiations between these two. It is now very evident that the collective bargaining, with strikes, boycotts and lockouts is not a solution of the employee problem.

The employer and employee were on close terms of inti-

macy. The employer was a master of his trade and employees were skilled craftsmen. The master was the head of the concern, not only in money wealth, but also in ability and skill. He was as much master of his business as the head of a school is master. He worked side by side with his employees in the same shop, which was frequently in the master's home or on his premises, and there was a close personal relation. In many instances, the artisan lived in the home of the master, or in close proximity to it. As a result, their lives not only in their work, but also in their home and neighborhood interests, were closely interwoven.

With the introduction of power and labor-saving machinery all this changed. These innovations reduced the relative importance of the man or employee in that it reduced the relative value of skill on the part of the employee; for now the machine, not the man, does the work. The introduction of machinery also led to enlarging the shop into the factory and closing many small shops, thus increasing the number of employees under one head, and taking the employer out of the shop into the office. The effect was to destroy at a stroke, all the old-time intimacy and understanding.

And later came the stock companies, some badly watered. The owner of the stock of an industry may live thousands of miles away and may never see the employee, and there can be and is not comity of interest.

With the stock company has come the introduction of the paid manager who stands between the employer or owner, and the men on the pay roll; and other radical changes in the organization of industry have widened the gap, separating employer from employee to an extent that is threatening the foundations of business, and has forced upon us new ideas to remedy existing evils.

Until comparatively recent years, owners of plants have acted on the theory that they had no interest in the private lives of their employees, and that it was good business to close their eyes to personal conditions and exploit the men as much as possible in a business way.

As a result of this exploitation, we have today thousands of wandering unemployed. They became discontented with being mere cogs in a machine, and go from place to place to overcome the sheer monotony of their lives, with the hope that somewhere they will find employment in which they will be taught and secure an opportunity to rise in life. But as a result of this frequent changing and the resulting periods of employment, there has grown up a class of men who, through shiftlessness and lack of fixed habits, have become unemployed.

Philanthropy is not the substitute for bad labor conditions and yet combined with practical helpfulness, it may go far to solve our labor difficulties. The kind of employees you need are not attracted by mere philanthropy, and they will not develop under conditions equivalent to giving a dog a bone, but only through their own efforts after you have put a desire in their hearts to want to do so.

A premium upon an employee's keener application to his duties, is only another form of exploiting him, and the use of so-called efficiency methods and efficiency studies is becoming very distasteful and repugnant to self-respecting employees.

EMPLOYER SHOULD ASSUME THE BURDEN

I believe we are going to get back to a condition of applying the older ideas to our modern intensified commercialism, whereby the employer assumes the burdens of those who

help him make his success, and assures to those who are willing, a successful way to live and rear their families and to become self-respecting units of the community in which they live. If the returns on money invested in the bakery business will not warrant this, there can be but one of two answers. Either the baker is not receiving adequate compensation for his wares and service, or the bakers, as a whole are poor business men, which I am not willing to admit.

To me the term "Welfare" is objectionable. It is synonymous in a way with "uplift," and has in it the implication that the employer is stepping down from his exalted position to help lift the employee—a kindness, a charity, as it were. It is not this that has caused so much well-intentioned, but poorly planned welfare work to fail.

The man who turns out a perfect piece of work is just as much entitled to recognition and reward as is the man who organized and operates the entire business. The employee is assigned a certain task and he does it. He makes good. The manager is assigned the task of efficiently operating the place and he does it. He makes good. Bearing in mind the relative value of the service rendered, the employee is entitled to recognition and reward as much as the manager.

Would you neglect your horses? You see to it that they have good housing, bedding and feed and medical attention when necessary, but you overlook a greater dividend from the same interest shown in an employee.

I will now give you the ideas and practices of an institution with which I happen to be familiar.

WORKING OUT THE PROBLEM

Their idea is that if you know how and take an interest in the way your employees live, you will naturally take an interest in improving their condition. A study of the cause of delinquency, garnishees, children out of school, downheartedness, despondency, etc., was found to be about 75 per cent. due to sickness, child birth, etc., in families, and after several meetings with the employees, the suggestion of a benefit association was made, which the employees should control. The employees adopted it, and such an organization was started; 25 cents per week was paid by each employee and 25 cents per week was paid for each employee by the firm into a fund. This paid the employee \$10 per week when he was absent on account of sickness, also the doctor bill and nurses and hospital bill when necessary. But this did not prove enough, as most of the employees were married and the need was principally in families. The firm suggested that the means for taking care of the entire family be provided and the assessment on both the firm and the employees be doubled; which was done, and the amount so raised is taking care of them, and I want to say that the result has been wonderful.

Various committees assist the work.

A committee passes on all cases.

A sick committee visits the sick.

A flower committee attends to sending flowers to hospital and sick room.

There is a committee on membership and finance, and such other committees as occasion demands from time to time are appointed.

An arrangement is made with the best physician in town, and the Association has a record of no failure in operations. All babies born are now healthy children and the mothers in good health.

You understand it would be impossible for an employee to have access to the best physician night or day except under such conditions. The physician has a list of men in the Association and knows his money is good.

Consider what the present-day cost of sickness is, and imagine the lack of ability of an employee to provide proper attention and what he would have to say when the doctor asked: "What assurance have I that I will get my money?"

It is the money that everyone wastes which, if conserved, puts them past the pale of need, and your employees will be in this condition if you will help them.

No self-respecting man would put his wife in a charity bed at a hospital, nor accept free treatment from a mediocre physician if he can help it, and if you have such a man in your employ, he is probably not earning what you are paying him.

Right ways of living are discussed at their meetings, and ideas that prevent sickness are more earnestly discussed than matters which pertain to cures. If a member feels out of sorts he is instructed to see the doctor at once, and the rule applies to members of his family. Ordinarily, for fear of the doctor's bill, they would put off consultation until sick in bed, and the expense would then be larger.

The matter of dentistry is now being discussed, and no doubt will be taken up soon by the Association. Many a

person loses his health and becomes a burden on the community because of inability to pay for dental attention.

This association has a record of many serious operations, all successful, where the wife and mother has been returned to the family in good health to care for the home, that their children may become an asset to the community; and the wonderful part of it is that the husband is not burdened with a debt which makes himself and his family afraid to look the future in the face. When he returns to work, you may be sure you are going to see him with a smile on his face. He has contributed most to his own benefit, but the satisfaction of it to you lies in the fact that you have shown him the way. He is a grateful and a satisfactory employee and the "turn-over" of labor in your plant will be gratifyingly small. Your people stay with you.

An employer can best express himself in his community through his employees, and should not let the community take advantage of them. If you watch over them and show them the way, you will certainly derive a great deal of satisfaction from it. Be a man to your employees, for they are willing to do their best for a real man. Arrange their hours, work and surroundings so that they can do each succeeding day's work with the same strength and ambition, and you will make bakery work more attractive to the young men.

THE RESULT

The concern that has helped to build up the situation above mentioned has a waiting list of applicants for places, and makes a very good selection when in need of help, which is not very often.

Don't do this work with the single selfish view to increase efficiency of your employees, nor in the mere hope of gain; but do it because of a keen interest in your employees and because your advantage of position involves also a responsibility.

You owe something to those who help you climb; and as you climb you should be willing to bring them up with you. With a loyal organization there is no limit to your success, and in addition to the money returns, you will make a far greater contribution to the welfare of your community and country, because you will develop a type of enlightened workman that will be an asset to your community and the country. As for yourself, you have fulfilled your obligation to make this world a little bit better and brighter than it was before you came into it.

♦ ♦ ♦

New Champion Catalog

A new catalog covering the Champion line of bakers' machinery has just been issued by the Champion Machinery Co., Joliet, Ill. The catalog covers everything from a mixer to a complete outfit for an automatic bakery. Among the new features included in the text are the improved moulders, dividers and flour outfits which are manufactured by the Champion company. It would be well worth the while of every baker to secure a copy of this catalog and to give it careful perusal.

♦ ♦ ♦

An Interesting Catalog

"Money Making Suggestions for Enterprising Bakers" is the title of Catalog No. 12, just issued by the Mirror Printing Co., Kalamazoo, Mich. Several new ideas are presented in attractive form. Bread labels, bread wrappers, wrapper labels, and cakebox labels are included, and will interest those bakers who secure a copy of the catalog, which will be sent free to bakers upon request.

♦ ♦ ♦

World's Wheat Crop Short

The International Institute of Agriculture, which is located at Rome, Italy, in a report issued on August 20 says that, with harvesting virtually completed in most European countries, the indications are that the world's wheat supply for 1916 will be almost 25 per cent. less than last year. It is pointed out, however, that 1915 was a banner year, and that the new crop will be nearly up to the average yield between 1900 and 1913. The gathering in of crops on a large scale is now limited to North America, Great Britain, Russia and Scandinavia.

Publicity for the Baking Industry

By T. T. Frankenberg, Publicity Expert, Columbus, Ohio

BEFORE proceeding to any attempt at exact definition of publicity and its various phases, and accepting for the moment the prevailing idea of that subject, it may be well to note that the disposition to take the public into confidence on matters of importance is the prevailing one among business and social activities of the country. You are well aware that your executive committee has been considering it at practically every meeting during the past year. You may or may not know that other industries already have employed it with the most gratifying results."

There is, for instance, operating out of Chicago an unnamed organization which has for its sole purpose the education of the farmers of the country in the use of fertilizers. In all the matter sent out by this publicity organization, no names are mentioned, no brands or formulae are urged. As a matter of fact, this propaganda is supported by assessments upon all the leading manufacturers of commercial fertilizers in the country. Each manufacturer is satisfied that if farmers learn the value of proper soil treatment they will get their share of the business.

Two other campaigns somewhat closely allied are being conducted—one from Jacksonville, Fla., and one from Los Angeles, Cal. Each is cultivating the market for the citrus fruits of their state. In the part of the country from which I come, there is a general preference shown for California fruit simply because they got into the market first, while the epicures and food experts insist that the Florida fruits generally are of a superior quality. The Florida organization is at the present time trying to gain a foothold in the north-eastern part of the United States, where the market slipped away from them simply because they did not protect what they had.

While these last-named campaigns are more distinctly commercial than what I believe the best interests of the National Association of Master Bakers demand, they are of the same general type and it is only necessary to call attention to the fact that a large number of organizations which have nothing to sell maintain publicity departments and usually publicity secretaries who act for them. This list includes such organizations as the Good Roads Federation, which is spending hundreds of thousands of dollars throughout the United States educating the public. It is supported very largely by the manufacturers of road materials and automobiles, and some public spirited citizens. The National Association for the Prevention and Cure of Tuberculosis is largely supported by the medical and nursing professions. There are also such semi-political institutions as the national and state anti-saloon leagues and the national and state liquor organizations. Besides these that are well known, there are a host of others whose operations are less conspicuous, either because of the merit of the thing they represent, or because of a failure to appreciate their possibilities.

MANY ORGANIZATIONS MAINTAIN PUBLICITY MEN

It has even come to such a pass that organizations with no particular cause to advance, maintain publicity men to keep from being completely crowded out of the public prints by other more active organizations. It is the old story of the early bird getting the worm. The movement which first gets to the public with a bright intelligent story of its happenings and purposes is the one that gets the most attention.

Publicity in the broadest application of the term must comprehend any and all means or mediums whereby the general public is reached. These include demonstrations, circularization, personal letters, advertising, editorial and news matter in the newspapers. In a comprehensive campaign, any or all of these methods may be employed. In a more restricted sense, publicity is contrasted with advertising in that advertising is essentially salesmanship, and publicity is essentially educational. The boundary between these two subjects is not well defined, although generally recognized by men engaged in handling publicity. If you have a brand of bread and buy space to tell the public that it is the best available for that money, that is advertising, pure and simple. If you should buy space to tell the public that a certain baker's bread is cheaper and more healthy than home-made bread, that would be both advertising and publicity. If you can so prepare your matter that the newspapers are willing to print information about baker's bread without selling you the space, then the proposition becomes pure publicity. In the cause of education this is more valuable than any other form.

The reason for this is not hard to find. In practically every

newspaper of the country a man can buy space and can say, with very exceptions, anything in that space he wishes. The deceptive nature of advertisement is a matter of common knowledge throughout the United States. It is true that there is a widespread and strong movement setting in towards greater truthfulness in this regard, but the movement is not yet universal and it is too young to have made a definite impress upon a large portion of the public. On the other hand, when you can so prepare your matter that the newspapers are willing to print it of their own accord, then every statement which you make has the indorsement of the editor of the paper printing it. You may not be known to any community and your cause may not be known, but the editor is known and his standing is respected. When your statements enjoy his approval they are delivered to the public with a tone of authority which you cannot secure by any other means in the world.

During the progress of the Panama Exposition at San Francisco, I had occasion to take up this question with Mr. George Hough Perry, director of exploitation for the exposition, and one of the best known, highest salaried publicity men in the country. In our correspondence we had been discussing publicity in the news columns compared to paid advertising matter. In what I considered a very important letter written just a year ago, he says:

"What you say about the value of so-called publicity as compared with paid advertising is the simple, inescapable truth. Information is information, no matter how you get to the public, and it is a fact that a certain large and very important class of the public is more impressed by what it sees in the news columns than what it sees in the advertising columns of a paper. I am myself an advertising man, not a press agent or a publicity agent, although circumstances have forced me to be the latter for some three years. By training and habit of mind I have always leaned toward paid display stuff as the only legitimate means of getting anything over to the public. Yet common-sense should have told me, as my experience here has certainly proved of late, that there is nothing magical about display advertising; that is, there is nothing in the mere fact that space is paid for which makes the matter printed in that space more convincing or effective. Of course, it all depends on the kind of stuff that is printed. Sometimes you cannot get the right kind of stuff printed free but when you can, it is just as effective as if you paid for it—possibly even more so."

THE DIFFERENCE BETWEEN ADVERTISING AND PUBLICITY

The difference between advertising and pure publicity, as the newspapers ordinarily understand it, is that advertising must be done where direct personal profit is to accrue from the space. Where the cause is purely educational, or, as we say, propaganda, the average editor is willing to accord you attention in proportion as your subject is interesting and the varying claims on him at the moment make possible. It is distinctly your mission, therefore, to make your subject matter interesting, make it timely, and present it at those intervals when it is most likely to accord with the convenience of the newspaper.

There are many means of bringing this about, a few of which, being applicable to the baker's trade, may be mentioned. One of the easiest would be public demonstrations. Public demonstrations of the scientific value of commercial baking could be arranged in any city having a first-class bakery and could be so managed that the general public would be interested. Immediately you have interested a local public, the newspapers will be willing to print accounts of it, and when they are willing to do this the fault is yours and not theirs if they do not get the proper information and get it in the proper form which will be an advantage to your cause.

Another scheme would be to inaugurate baking contests wherein the contestants would be obliged to measure and estimate costs of everything entering into the manufacture of their loaf, including their time. A series of such well-directed contests which can be arranged under the auspices of a newspaper, the association or local bakers supplying the prizes, would go a long ways towards demonstration to the average housewife that if her time has any value at all, it is cheaper to buy than to make the bread which she feeds to her family.

From time to time there are important discoveries relating to bread-making developed by the national research bureaus

and the big colleges of the country. Almost always these are given out in such terms that the general public does not become interested and so tardily that the average newspaper does not care to print them. An alert publicity department would keep in touch with all such matters and give them to the world in brief, snappy form, so that they would be much more likely to secure attention.

An important point of contact between the baking trade and the newspaper is the domestic science department which a great many of the largest papers are operating and which is becoming daily more popular in the newspaper world. While these departments for the most part are local and concern themselves only matters within their immediate touch, they should be systematically supplied with the right sort of information regarding the baking trade and particularly its relation to home life and domestic economy. Sooner or later a great deal of this would find its way into print.

It must never be forgotten that before you can educate the public you must first educate the editor. You must show him that what you have is of interest to his readers and that it is something which he has not told them previously. This cannot be done in a day or a week. You will be much more successful in some communities than in others, depending on the character of the editors with whom you have to deal. Because the baking industry until recent years has been ultra-conservative and has not taken the public into its confidence, it will require a distinct amount of effort to overcome indifference that may exist at the present time. You must have, also, a well digested constructive programme which will show the editors of the country that you are in earnest and united in your cause.

A FRUITFUL FIELD IN SMALLER COMMUNITIES

One of the most fruitful fields for education will be the smaller communities where there is only a small daily or a weekly paper. In reaching this element it is necessary to use what is called plate matter. This is material written and prepared in the publicity office, and through the agency of one of the several publishing houses, put into the form of metal plate which they sell to you for the sum of \$1.50 a page and deliver for that price to newspapers you may indicate. The advantage of this form of publicity is that when the editor has accepted your matter in plate form he cannot change it and you can be sure that what you write reaches the reading public in the form you want.

This form of publicity uniformly is employed with great success in political campaigns, health campaigns and religious and philanthropic propaganda. A knowledge of the newspaper situation of the country is necessary that this money may be expended intelligently. Another valuable feature of this form of work is that it can be centralized and intensified in districts where it is desirable to influence the public mind.

FOUR THINGS NEEDED

For a campaign of constructive publicity four things are needed: first, organization; second, information; third, patience; and fourth, money.

No national campaign can be executed quickly unless it has at its command a properly co-ordinated and rapidly functioning organization. Relatively speaking, such organizations are few. The railroads of the country furnish an example; political parties are another; the medical profession is a third. So far as I know, none of the trades is sufficiently organized to have the necessary mobility in a campaign which would be simultaneous at all important points.

Information is to a publicity campaign what ammunition is to a military campaign. No advance upon the trenches of ignorance, prejudice or indifference can be made until there is available at headquarters information to meet every objection, simple and concise statements capable of interesting the nontechnical public and all the many features and items regarding any movement which, by any means, can be made to interest readers of newspapers. This means also that there must be no division in your own ranks, no lack of harmony, no public disagreements.

Patience is necessary because only those with experience and opportunity of observation know how tremendous is the

problem of interesting a mass of 100,000,000 human beings. It is the old fable of the crow trying to get the water at the bottom of the pitcher. Stone after stone must be dropped in before the surface begins to rise visibly. In the end, however, success is just as certain.

In this economic age money is a determining influence in practically every movement. We are being told that the economic resources of the nations in Europe finally will decide which of the contending sides is to be victorious. Even in such matters as the spread of religious activities, the organization which best finances its missionaries and most generally endows its charities is able to accomplish the most good. A certain amount of work can be accomplished for any given sum of money. What relation that will sustain to the whole cannot be determined until a careful survey of the entire field has been made.

Expenses bear a definite relation to the manner in which the work is done. In publicity, as in motors, speed is attained only by increased cost. We have had recently examples of forced publicity campaigns in which it was necessary to telegraph matter and to buy space at top rates. These things materially increase the cost without increasing the value of service. They may become necessary when delay cannot be tolerated. A case in point was the Bethlehem Steel Co. in its effort to prevent the passage of an act in Congress which would have invalidated their plant representing an investment of \$11,000,000. They had no time to build up an organization, they could not afford to wait and were compelled to employ such machinery as they could command, and pay for the service accordingly.

Their case was only one of many others of a similar sort where publicity is not invoked until the patient is practically on his death bed. A doctor may work ever so hard and should not be blamed if he cannot produce the results which would have been possible had he been consulted before the case got so serious.

For a campaign for the bakers of the United States neither instantaneous nor simultaneous service seems to me to be necessary. The problems you are facing are not the same in all parts of the country. There are places where your organization is much stronger than others. There are places in the United States where much more energy will have to be expended to get the attention of the newspapers and the public than in others. It would be a waste of time to undertake in New York a campaign to educate the women to buy baker's bread instead of making their own, since practically none of them do. It would be foolish to talk about the overhead cost of delivery and advertising in small towns where the people go to the bakery and carry home their own bread.

It must not be forgotten that the general public is slow to change its mind. It took years to convince this country that there was no possible defense of the free coinage of 16 to 1 silver. Yet, at one time that was a very popular doctrine. It has taken years of the most careful and well-managed publicity, at a cost of thousands of dollars, to inform the public that tuberculosis is a curable disease and is not hereditary.

THE COST

Figures may not be particularly interesting, but they are necessary for any intelligent consideration of a problem that is new. Mention has been made of two of the most important campaigns which have been forced upon the public attention in the last few weeks—that of the Bethlehem Steel Co. and that of the railroads. The actual details of these campaigns are necessarily confidential. I have, however, taken some trouble to get the best information available and I am advised that the Bethlehem Steel Co. has employed between 600 and 1,000 daily newspapers and more than 2,000 weeklies. At the time this information was gathered, that company had published five bulletins of 20½ column inches each, at an estimated gross cost of \$200,000, or approximately \$40,000 per issue. This expense in an effort to save \$11,000,000 is not unreasonable.

The single issue of the railroad advertisement which measured 60 inches and ran in 3,000 dailies and 14,000 weeklies, cost approximately \$100,000. It is apparent, therefore, that a big campaign, managed as these were, eats up money as rapidly as an army.

Three Month's Regular Course in Baking and Milling Technology commences September 5th and also December 4th

Siebel Institute of Technology

Analytical and Consulting Bureau for Bakers and Millers

960 Montana Street

CHICAGO, ILL.

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I am privileged, however, to quote from another campaign which now is being planned, and from which it is possible to give more exact information as to costs. This campaign which is calculated to use 845 newspapers and to run 2,500 lines, of 12½ columns in each, will cost \$96,000. Doubling this, giving 5,000 lines, does not increase the cost in the same ratio, as the price for this amount would be \$154,000. This campaign is calculated to reach every daily paper of general circulation, and in towns the size of Salt Lake City, Denver, Columbus, Indianapolis, Omaha, Kansas City, Pittsburgh, and others, would use all of the daily papers. To use Chicago alone for this amount of space costs \$5,000 and New York \$10,000.

There are in the United States approximately 175,000 newspapers of all varieties. There are something less than 1,000 dailies of the first magnitude. To show how they grade down, it may be stated that there are about 5,000 newspapers in cities of 5,000 or over. Subtracting the 1,000 so-called metropolitan papers it is easy to be seen that the great majority of publications of daily circulation and maximum influence are located in the small cities. It is for these papers in particular that a plate campaign is to be recommended. Whether or not free plate is generally used by the papers to which it is offered depends almost entirely on the way the matter is written and presented.

The most intelligent scheme of campaign, however, combines these two in proportions to be determined by local needs and the objects sought. As contrasting the plate with paid advertising it can be said that reaching the 4,000 dailies of the second class with six columns of plate matter would cost only \$7,000. That \$7,000, however, will be wasted unless you put the right sort of intelligence in the preparation of your copy and embellish it with the right sort of illustrations.

A comprehensive campaign of publicity would embrace three phases, each of which blends naturally into the other. The first of these is a programme of constructive work by the association and a knowledge of what the association can do. The second phase is the direct relation of the association to the newspapers of the country. This can only succeed when the association has a well-defined programme which gives it proper reason to keep itself in the public eye.

The third phase concerns itself with baking activities and their relation to other big movements, out of which indirectly a great deal of publicity can be made to come. Such a campaign falls naturally under these subheads:

First: Survey of the general field. Locate points where organization is strongest; locate fields where constructive work is most needed.

Second: Adoption and publication of a constructive programme of betterment within the trade, so that the organization will have a well-defined and easily understood reason for keeping itself before the public.

Third: Addresses and discussions of constructive nature and publicity at all divisional meetings.

Fourth: Rigorous exclusion by the Association of those who fail to meet its standards, so that the public will have confidence in the intentions and the integrity of the national body.

Fifth: Frequent brief news letters to all papers, not so much in the hope that they will be published but that by reiteration the editors of the country will come to appreciate who and what the members of the association are, and the things they represent.

Sixth: Systematic touch with all papers having culinary or domestic science departments.

Seventh: Regular dissemination to press of the country of all information that bears on baking, such as cost of wheat, coal, gas, labor, sanitary laws, etc.

Eighth: Early distribution of advance copies of important addresses on baking subjects wherever they are made, whether by association members or others.

Ninth: Recurrent plate campaigns over areas to be determined by funds available and needs of the trade.

Tenth: Special articles for agricultural and other class publications.

Eleventh: Co-operation with state and federal authorities charged with health and food administrations, so that they can and will from time to time incorporate educational matter that relates to baking in their public addresses.

Twelfth: Contests and demonstrations, particularly in larger cities, where co-operative advertising campaigns should be launched at the same time.

Continued on page 110

Bailey Oven & Machine Co.,
The "Bourse", Phila. Pa.

Friend Bailey:--Will you give me price on grates for our ovens? We have a few that are getting worn out like the boss himself.

How have you been? I think you would have been here long ago but the only thing we owe you is "good will".

Yours truly, W. A. KING & CO.

IMPORTANT

The many friends of the "Boss" who met him at the late convention at York, will testify that Mr. King has not even begun to wear out, but no doubt he is right about the "Grates", as this is the first call since he built Two Bailey Ovens 8 years ago and Two more 4 years ago.

The obvious lesson is that the ovens **MUST** have had intelligent handling by the bakers, also the ovens **MUST** have been constructed on sound scientific heating principles.

If it takes so little coal to heat an oven that the grates do not burn out the logical conclusion **MUST** be that the same oven **MUST** be a complete and efficient "Baking Machine".

Write us about the type best suited for YOUR business.

Bailey Oven & Machine Co.

585 Bourse Bldg.

Philadelphia, Pa.

SHORTENING

The 100% Kind

When we say 100% we mean just that and nothing more.

Our shortenings are 100% pure and 100% efficient; and that's a combination hard to beat.

Our products are made in a clean, new, up-to-date, government inspected refinery.

TWO BRANDS

ENEY Composed of pure Kettle Rendered Beef Fat and Wessonized Cotton Oil.

ESCO Composed of pure Kettle Rendered Beef Fat and Oil pressed from sound corn.
(Only Douglas Oil used.)

Our Guarantee

We solicit a trial order, with the understanding that they be "Decidedly Better" or you put the head back into the tierce and return to us without any expense to you whatever.

Remember our products take the place of the best kettle rendered lard in every instance.

Wherever they have been given a trial, we have been favored with a re-order.

Eney Shortening Company

2257 to 2301 South Halsted Street

CHICAGO, ILL.

New York Office: 109 Hudson St.

c/o Biscuit & Cracker Mfrs. Co.

In The Workshop with the Op- erative Baker

Recipes, Formulas and Practical Discussions of every day problems in the workroom

The Use of Mineral Salts in Bread Making

*By Raymond F. Bacon, Ph.D., Director of the Mellon Institute of Industrial Research,
University of Pittsburgh, Pittsburgh, Pa.*

THE yeast cake with which the baker is so familiar is far more complex than is commonly supposed. It is composed of millions of cells so small that four thousand of them placed side by side measure only an inch. Each little cell is a unit capable of independent existence and endowed with the power of reproduction. Each cell must perform its part and do its work in the dough batch, just as a soldier contributes to the efficiency of an army in which he serves. In order that it may perform its functions properly, it must be supplied with the proper food or nutrients. These nutrients, as in the case of higher plants, and animals as well, should be so selected that a balanced ration is supplied. It is well recognized that in the food for plants and animals, including man, there should be the proper relation between the various classes of foods, such as proteins, carbohydrates, fats and mineral matter. The supply of mineral matter in our foods and its relation to diet is now receiving the serious attention of scientific investigators and has in fact become a most popular subject in publicity relating to public health and pure food reform. Foods must be selected and prepared to satisfy the demands for proteins, starches and fat, to meet the body's need for minerals and to please the taste and facilitate digestion, and the abundance of local and imported food in America has established a wide variety in diet. When diet is restricted, the one or two foods available or selected should contain, as much as possible, all of the elements needed in the diet. When there is variety we can afford to pay more attention to appearance and taste. Very few foods, except fresh fruits and vegetables, fowl and fish, are eaten in their original state. Milk is skimmed, the cream is made into butter, and the remaining casein is converted into buttermilk and cheese. Meat is separated into fat and lean; into sausage and lard, into soup stock and choice cuts and roast. Apples, peaches and potatoes are peeled, and so, too, we have been peeling the wheat of its tough, fibrous wrappers in which are the less digestible proteins and, at the same time, more of the mineral substances which, in the restricted diet, may be needed for the body. As a nation we have resented getting our full diet from one dish. In fact, no one dish gives a full diet. So, in this varied American diet, with a demand for attractiveness and pleasing taste, with demand for a flour that will keep and that is separated from the contamination which comes to the bran of wheat during production and transportation—giving preference to fruits and vegetables as a source of the rougher constituents and mineral content for the body—we have been washing and bolting and selecting the white portions of the flour as the chief source of the carbohydrate and of the more easily-digestible protein staples in our food.

When the diet is restricted, when there is no milk for the child or no vegetables or other sources of minerals for the sailor or the soldier, it logically follows that bread from the whole-wheat flour is to be preferred, but the best source is to supply the milk or the vegetables.

CANNOT FORCE CONSUMPTION OF WHOLE WHEAT

In many of the mountain districts the population, after cleaning the woods of fish and game, and failing either to restock with domestic fowls and animals or to plant the fertile foot hills and valleys with food variety, have turned to white flour and salt pork. Undoubtedly this is a restricted diet, but is the miller or baker to blame? They grind and bake the whole wheat, but they cannot force its consumption. Would the remedy come even if the consumption of the whole-wheat were compelled? Is not the real fault in the failure

to produce and the real remedy in teaching the mountaineer to produce an abundant and sufficiently varied amount of meat, fruit and vegetable foods around his own home? Should the conditions and needs of the restricted diet in such a section be set up as the standard where there is an abundance of available variety for the diet?

That bread should receive central interest in this growing national discussion of diet is, after all, but new emphasis on the fact that bread stands forth as the prime necessity among the staples of the food supply. The baker makes both the white and the whole-wheat loaf. Each type of loaf bears its own ready identification to the consumer. As far as the baker is concerned, his work and responsibility are finished when he furnishes each type of loaf in its best, its most wholesome form, clean from contamination in both shop and street, and leaves it to the consumers to choose according to their own wishes or according to the advice followed in their diet.

This interest in bread, being aroused by popular writers, creates golden opportunity for progressive bakers to educate the consumer in the wealth of good facts connected with the service and product of the baking industry. It is seldom that an industry is offered such an opportune background of public interest in its product.

YEAST PLANT MUST HAVE COMPLETE FOOD

It is but logical that the live yeast plant, as is the case with all other plants and animals, must have its complete food, not only in its production but also at the time of its reproduction and fermentative work in the dough. It is of tremendous importance in the baking art, therefore, to make inquiry regarding the entire and complete yeast food needs when this live agency is called upon to produce the best results in bread-making.

The supply of mineral matter in bread involves a study of all the raw materials that enter into the batch. In this connection the water used in bread-making merits primary consideration; and, as a matter of fact, the water supply has been found to be an important factor in the production of bread. Bakers who operate a chain of bakeries in different cities find it necessary to make certain alterations in the bread formulas even though the raw materials, outside of the water, are identical, being purchased at a central office. The necessity of control over the water supply in order to standardize the manufacture of bread is now recognized to be as important as the supply of water for human consumption. Variations in the composition of the water used for bread-making exercise disturbing influences upon the activities of the yeast, just as they do upon the human system.

Among the commonest and most important compounds (inorganic substances) that occur in natural waters are the salts of lime, and it is around these that the most interesting results in this paper center. The salts of lime are found in nature in several states of combination, the sulphate and the carbonates being of most frequent occurrence. It has been demonstrated by actual experimentation in the Mellon Institute that waters which contain small quantities of the sulphate are especially suitable for bread-making purposes. The carbonates of lime are not so favorable in action for they neutralize the slight acidity which is necessary to mature the dough properly and produce a well aerated loaf.

The salts of the mineral acids, such as the sulphates, chlorides, nitrates and nitrites, which are all common in water, are practically without effect, unless the metal in combination therein is one that influences fermentation. This is likewise true of phosphates, which fact is surprising, since these salts

are really fundamentally important in alcoholic fermentation. Potassium phosphate, especially, would be expected to aid the fermentation, because it is mentioned in the literature so frequently in connection with yeast; but it has been found to have only slight effect, even though liberal quantities are used. No doubt the explanation of this baking paradox lies in the fact that there is an abundance of this salt in wheat flour, the ash of which consists of about one-third potash (K_2O) and one-half phosphoric acid (P_2O_5).

With the exception of lime salts, those containing magnesium are perhaps of commonest occurrence in natural waters. Magnesium salts are found principally as the carbonates and sulphate and their effect in bread depends largely upon the state of combination. The carbonate, like other alkaline carbonates, is very injurious in bread, while the sulphate of magnesium is slightly beneficial. Then, too, the carbonates of sodium and potassium are especially harmful, as they impart to the bread a coarse, open texture and a dark color.

CALCIUM AND AMMONIUM SALTS

Of all the salts of the metals, those of calcium have been shown to be most suitable for furnishing the required nutrient of the yeast in bread-making. The stimulating effect of these salts has been found to be so pronounced that, with the use of small quantities in the dough batch, the fermentation is made so much stronger that only 75 per cent. of the customary quantity of yeast is required to aerate bread in the usual time. Or, if desired, it is possible to make bread in a much shorter time with the usual quantity of yeast by supplying lime salts as yeast nutrients.

Like higher plants and animals, however, yeast requires a variety of foods. The added calcium salts supply the deficiency in needed compounds of metals, but the yeast also requires nitrogen in an available form, from which cell tissues can be built up. It is interesting to note that yeast is highly nitrogenous, consisting in the dry state of 62 per cent. of protein substances, the building up of which is impossible without a suitable supply of nutrients containing easily-available nitrogen. A great many substances of this character have been studied—for example, peptones, beef extracts, amino acids and ammonium salts. Of the available materials ordinary sal-ammoniac, or ammonium chloride, has been found to supply most satisfactorily the required nitrogen for the yeast in bread-making. With the addition of small quantities of this salt (one ounce per one hundred pounds of flour), it has been learned that only 70 per cent. of the normal quantity of yeast is required to ferment bread properly in the usual time.

The ammonium salts spoken of in this connection is simply a source of salable nitrogen. The protein, for example, in the wheat is built up of nitrogen, but the yeast plant must get its protein in a more simple form and must either slowly break down the protein of the wheat or, what is better, must be supplied with nitrogen in a form immediately and easily available to its needs.

The plant cannot be set in a nest of other green or dried plants and grow. It is necessary to dissolve the substances in the plant into their original form before they will be again taken up by and produce new plants. It is logical, therefore, in treating the yeast plant, to supply a simple form of nitrogen, and the ammonium compounds mentioned are nothing more or less than the substances which have once existed in the protein of plants and which are in a suitable form to be immediately again utilized for the protein needs of the new plant.

CONFUSION BECAUSE OF CHEMICAL TERMS

We must not allow ourselves to be confused because chemistry has given a different name to a substance or because the name may be associated with a similar substance used for other purposes. We eat fats and oils, and fats and oils are also made into soap; but this is no reason why we should constantly associate the olive oil and lard used in foods with soap. Sixteen elements have been isolated by the chemist from the body of man. They are called oxygen, nitrogen, hydrogen, carbon, chlorine, fluorine, iron, phosphorus, calcium, potassium, magnesium, manganese, sodium, sulphur, silicon, and iodine. These are very formidable names. They are chemicals. They are capable of many harmless and harmful combinations. Combined in one form they produce the plant or the animal. Some of them, combined in another form, produce the dynamite or the poison to destroy life. When one or more of these formidable-sounding chemicals contained in the plant or in the animal body are being employed in their proper and necessary sphere the warning about chemicals comes either from ignorance or from unfair methods in competition.

The cook can put a substance known as salt in food and

all would understand, but many people could be inflamed into mob violence with the shout that a baker puts sodium chloride into the loaf, the name which the chemists have given to the substance known to the public as common salt.

As a further aid to the yeast in performing its functions in the dough batch, it has been found highly desirable to supply oxygen or substances that liberate oxygen during the fermentation period. The value of oxygen is well recognized in the manufacture of yeast and it is customary to aerate thoroughly the fermenting wort. However, the direct treatment of bread dough with air or oxygen, as was first done by passing gasses into the dough from a cylinder was found to be difficult to accomplish, owing to the viscous nature of dough. Later, it was accomplished more conveniently and economically by the addition of minute quantities of potassium bromate, which, under the influence of the yeast in the dough batch, breaks down, liberating free oxygen in the active nascent state just at the time when it is most desired and thus assists the yeast in accomplishing its work. The effect is so pronounced that only one ounce is required in ten thousand loaves. Potassium bromate does not stimulate the gas production of the yeast, as do calcium sulphate and sal-ammoniac, but aids the yeast in conditioning or maturing the dough, so that considerably less yeast is required.

These three salts were first used separately in bread and each was found to have certain definitely beneficial effects. Later, they were combined, in proportions which were carefully determined by experiment, and then used together in bread. The combination finally adopted when dissolved in the water of the dough batch, has been found to make an ideal water for bread-making purposes. It overcomes the irregularities due to differences in the composition of natural waters and virtually standardizes the manufacture of bread, so that when the same formula is followed in different localities identical results will be obtained. This innovation in bread technology now rests upon firm foundation of fact, the outcome of systematic research, it has established its economic value in baking practice.

Results in this respect are similar to those accomplished in brewing by the addition of salts to make a standard water. It has, for example, been common practice to add calcium sulphate to the water in the brewing of the famous Burton Ales. These ales are recognized as the best in the world and a company has been organized to reproduce them in America. The object of this company is to analyze the water used by breweries and then to make any necessary alterations in its composition, so as to render it similar to the water of Burton-on-Trent. With "Burtonized" water it is now possible to make Burton ale in America as well as abroad. In the manufacture of bread, control over the water is just as important as in brewing and the practice of adding the proper salts is equally valid.

In the manufacture of bread the added salts have the further advantage of supplying nutriment for the yeast. The need of yeast nutrients in brewing, while desirable, is not so necessary as is baking, because the wort is made from malted grains which are so broken down as to render the constituents available as yeast foods.

In wheat flour, however, the starches and proteins occur principally in the raw or unchanged condition and cannot, therefore, supply the food for the yeast. Consequently, the added salts stimulate the yeast to a marked extent. So pronounced is the increase in the rate of fermentation with the salts mentioned above, namely calcium sulphate, sal-ammoniac and potassium bromate, that fully 50 per cent. of the usual amount of yeast may be saved. This remarkable saving is due to the fact that the yeast nutrients aid the yeast, both in liberating the carbon dioxide necessary to aerate the bread and in effecting the changes in the dough batch necessary to give it the proper age and maturity to produce a loaf of desirable qualities.

MATURING OF DOUGH AS IMPORTANT AS ITS AERATION

In explanation of these findings, it may be said that the maturing of the dough is quite as important as its aeration, and more difficult for the yeast to accomplish. To mature dough properly, in the best baking practice, requires about five hours, while the gas required for aeration is produced in usually less than one hour during the period that the bread is in the pans. As the gas that is produced during the first five hours is for the most part pressed out of the dough by the dividing and molding machines, only a small fraction of the total gas produced serves in actually aerating the bread. For example, it has been found by collecting the gas from a portion of dough in Bunsen gas holders, out of a total of 375 c. c. of gas that was produced, only 65 c. c. was formed dur-

ing the fifth and sixth hours, while the dough was in the pans. With the aid of the nutrients named above, the yeast is enabled to condition or mature the dough, with the production of a smaller quantity of total gas. Corresponding with the figures just given, there was produced with the yeast nutriment in the 6 hours only 243 c. c. of gas as against 375 without yeast nutrients. During the last hour, however, while the bread was in the pans, the dough with added salts gave rise to 68 c. c. and the control only 65, which results indicate that the most active gas production occurs while the bread is in the pans, when it is most essential for the production of the best bread. Without a good "spring" or "kick" in the oven, it is impossible to produce loaves with good texture, color and external appearance.

The fact that the total gas produced with the yeast nutriment is less than that in ordinary bread-making has certain incidental advantages of great practical importance. It has been observed that the "bloom" obtained with the yeast food and the reduced quantity of yeast is invariably superior to that of the control. To any one familiar with baking operations, this is not surprising, for it is common knowledge that excessive fermentation makes bread pale. The larger amount of yeast consumes a much greater quantity of sugar and also develops a considerable acidity, both of which detract from the bloom.

To determine the destruction of sugars and other carbohydrates in bread by the yeast and the saving due to the use of yeast nutriment, the losses in bread-making were estimated by careful experiments in triplicate. These losses, as determined with and without yeast nutriment, are given in the following table:

Bread No.		Per cent. Loss in Sugar calculated in Flour			Saving due to New Process		
		5 hrs.	6 hrs.	7 hrs.	5 hrs.	6 hrs.	7 hrs.
2251	Without Salts	5.26	6.34	7.44	2.23	2.25	2.22
2252		5.26	6.38	7.50			
2253		5.30	6.42	7.50			
Mean		5.27	6.38	7.48			
2254	With Salts	3.12	4.25	5.44			
2255		3.00	4.07	5.10			
2256		3.02	4.07	5.25			
Mean		3.04	4.13	5.26			

It will be noticed that the losses increase about 1 per cent. an hour from the fifth to the seventh hour, showing unmistakably the destruction of flour constituents by the yeast. Without salts the losses are, respectively, 5.27, 6.38 and 7.48 per cent. for five, six and seven hours fermentation. The corresponding losses by the new process with salts are 3.04, 4.13 and 5.26 per cent. The differences between the two groups of results, which are, respectively, 2.23, 2.25 and 2.22 per cent., represent the saving due to the use of yeast nutriment for five, six and seven hours fermentation. The range between five and seven hours covers most variations in baking processes due to the requirements of different flours and the type of bread desired. The saving from the fifth to the seventh hour is practically constant because the greatest saving occurs in the initial stages and the rate of fermentation in the two processes is about the same after the fifth hour. It may be conservatively stated that the saving incident to the new process is fully 2 per cent. of the weight of the flour used.

To demonstrate further the loss of sugar and other carbohydrates due to the fermentation and the saving with yeast nutriment, direct sugar determinations were made upon two bakery batches at intervals during the period of fermentation. The results are given in the table below:

Time After Setting	PER CENT. SUGAR IN DOUGH CALCULATED UPON THE FLOUR	
	Without Salts	With Salts
At once.....	5.21	4.72
2 hours.....	5.67	5.16
4 hours.....	5.22	5.44
5 hours, 35 minutes.....	5.13	5.20
7 hours, 10 minutes.....	4.27	4.88

By the new method less sugar is added; consequently, the initial sugar content is less than that of the other dough. Both doughs show an increase in sugar for several hours, which is attributable to the action of sugar-forming enzymes. This increase is greater, however, with the use of yeast nutriment, because they activate the sugar-forming enzymes as well as the yeast. At the end of the fermentation period the dough with yeast food, although less sugar was added, contained about 1 per cent. more sugar.

At the time of setting, the dough with yeast nutriment contained less sugar, because less was added. As the fermentation proceeds, the curves come closer and closer together and cross after about four hours. At the end, the order is reversed and the dough with yeast food is actually richer than the other. This large saving in the destruction of sugar incident to the reduction of the yeast by fully 50 per cent., through the proper use of yeast nutriment, is indeed a significant feature and is a step in the interest of national conservation. The saving of even 1 per cent. of the flour used in our large bakeries sums up to surprising figures, as any one may calculate for himself.

Besides the economics in yeast and sugar effected by the use of the yeast food, the dough is considerably improved in stability and is freer from runny and stickiness. The improvement in these qualities of the dough are easily apparent to the touch of an experienced baker, but can best be determined and recorded by means of the dough viscosimeter. For this purpose, four doughs were made with the yeast nutriment, in which the proportion of flour to the water was varied and compared with a control. The results are given in the following table:

VISCOSITY OF BREAD DOUGHS WITH AND WITHOUT YEAST NUTRIENTS		Viscosity
Bread Number	Flour Required to give Standard Stiffness	
Control		
2391	100.0	13.
With Nutriment		
2393	100.0	21
2394	98.4	18
2395	96.7	17
2396	95.1	9

It will be noticed that with yeast nutriment the viscosity is considerably higher than that of the control, when the same amount of flour is used. The table shows further that fully three per cent. less flour is required with the yeast food to produce a dough of standard viscosity and stiffness, which is further evidence that the yeast foods prevent a substantial part of the waste due to destruction of fermentable material by the yeast. The advantages of this improvement in increasing the yield of bread and in obtaining the desired moistness and freshness in the finished loaf will be evident to the practical baker.

In addition to the economics in yeast and sugar and the increased yield of bread resulting from proper feeding of the yeast, there is an improvement in the general character of the bread. The color, texture, expansion and bloom are superior and the flavor is more nearly that of the original wheat, since it has less of the yeasty taste.

You will doubtless be interested to know what becomes of the salts during the fermentation and baking of the bread. As previously stated, they are added to supply nutriment for the yeast and as such are, of course, largely consumed by the yeast. Careful analyses of the bread made by the new method, demonstrate that the sal-ammoniac which is added to supply nitrogenous nutrient is entirely utilized by the yeast and that the bread is absolutely normal in its content of ammonia. The potassium bromate is decomposed under the influence of the yeast, with the liberation of nascent oxygen and no trace of the salt is found in the finished bread.

The additional line resulting from the nutriment used may be found in the ash of the bread if an analysis of the flour and water used in the manufacture is available. However, the hardness of water in certain localities and variations in the ash of flour due to its grade are apt to introduce as wide variations in the lime content of bread as the use of lime salts as yeast food. For example, the use of low grade or entire wheat flour may introduce more lime into bread than the use of added lime salts in white bread. The lime of flour and water, however, is not as favorable to the yeast and does not as a rule accomplish the results obtained in the proper use of added lime salts. The reason for this is that the desired lime is not usually found in suitable combinations. In flour, the lime occurs as the phosphate, which is rather insoluble and does not have the stimulating effect of certain other lime salts. The commonest source of lime in water is the carbonate and bicarbonate, both of which interfere with the progress of the fermentation, because they retard the development of the slight acidity necessary to obtain the desired maturity of dough. In general, it may be said that the lime content of the new bread does not exceed the amount that might be introduced through the use of hard water or low grade or entire wheat flour.

In the light of the deficiency of mineral matter in white flour, the slight increase in lime by the use of the new meth-

od is a happy coincidence. Unfortunately, in the milling of wheat, only three-fourteenths of the total calcium remains in the flour, eleven-fourteenths being found in the bran and other stock feed. The reduction in lime is so great that ordinary white bread contains only 0.025 per cent. lime as against 0.137 in peas, 1.24 in cheese, 0.172 in milk, 0.141 in chocolate and 0.215 in beans. Authorities agree that a man should have 1.5 grams of lime per day, and to obtain this amount from bread alone would require more than ten pounds of bread, while a quart of milk would furnish more than the required amount. As other cereals, potatoes and meats are also low in this important element, many of the poorer people who subsist largely upon these staples suffer from lack of lime.

WHITE BREAD REMAINS IN POPULAR FAVOR

Compared with many natural waters, white bread is also deficient in lime. The U. S. Geological Survey Water Supply Paper No. 364 gives the analysis of a number of natural waters which contain more lime in a single glass (250 c. c.) than there is in a whole loaf of white bread. Many of the waters contain twenty times as much lime in a single glass as there is in a slice of bread made by the new process. The deficiency of this important element in white bread has long been recognized by food authorities and frequent attempts have been made by bakers to popularize entire wheat breads. However, as entire wheat flour contains so much of the indigestible outer woody coat, or bran, of the wheat, this bread is used only to a limited extent and white bread made from patent flour remains in popular favor. Furthermore, it is the most digestible bread and to return to darker, coarser flours would be a denial of the progress in the milling and baking industries that represents the labors of centuries and to which we point with just pride.

The restoration of the desired mineral matter in bread by direct addition, thus eliminating the objectionable features of the bran particles of the darker flours, seems the most desirable solution of the problem. In this connection, it should be said that while white bread is conspicuously deficient in lime, other cereals, as well as potatoes and meats, are also lacking in this important element, so that the systems of men whose diet is composed largely of these staples will in time suffer from lack of mineral nutriment. This fact has been emphasized by many investigators* and more particularly by Professor Emmerich, of Munich,** who observed that the men provided for the German army from regions where soft water prevailed were physically inferior to the men coming from the limestone or hard-water regions. The man from the soft-water regions had, on the average, six or seven decayed teeth, while men from the hardwater regions had perhaps only one decayed tooth, and often none at all. The

men from the hard-water district showed better chest measurement, superior lung capacity, better bony framework and more resistance to fatigue—in short, an improved general physical condition—as compared to those coming from districts where the water was deficient in lime salts. Realizing the poorer people could not afford to buy vegetables in sufficient quantity to furnish the lime necessary for the system, Professor Emmerich decided that the best way to supply the public in soft-water regions with lime salts was to bake them into bread. He, therefore, established a number of bakeries where bread rich in lime was made, and with excellent results.

*Experiment Station Record, 20, 66.

**Z. Hygiene, 77, 511-528.

Viewed from every angle the proper use of yeast nutrients in bread-making is highly commendable. It standardized the water, thus facilitating the manufacture of uniformly good bread from day to day throughout the country. From the point of view of the flour, it is desirable, as it restores one of the most important mineral elements in wheat, namely the lime, the greater part of which is lost in milling operations. It is a step in the interest of national economy, inasmuch as it saves 50 per cent. of the yeast ordinarily required, every pound of which represents approximately four pounds of grain in its manufacture; and, besides, it saves a considerable portion of the constituents of the flour, due to the reduced destruction of these by the smaller quantity of yeast required. The addition of small quantities of lime salts, particularly as our dietaries are mostly deficient in this important element, makes the bread more healthful for the consumer. In the light of all these facts, it is plainly evident that the proper feeding of the yeast marks a great advance in bread-making practice.

CONCLUSIONS

1. By the proper use of minute quantities of sal ammoniac, calcium sulphate and potassium bromate in bread, from fifty to sixty-five per cent. of the usual amount of the yeast may be saved.
2. Incident to the reduction in yeast, there is a saving of more than two per cent. of the flour used because it is spared from destruction by the yeast.
3. The proper use of mineral salts for the yeast gives greater control over the dough batches and aids in the production of better and more uniform bread, regardless of the locality.
4. The added salts conserve the inherent qualities of the dough and consequently maintain its stability and strength to a far greater degree than by the old process.
5. The finished bread is improved in quality, flavor, texture, bloom, uniformity and general richness.

Concerning the Use of Mineral Salts in Bread

Read at the N. A. M. B. Convention, By Dr. Ralph Everett Lee

The baker should know the truth about the use of chemicals in bread, as advocated by Dr. Bacon and I will present the situation exactly as I see it after the most thorough and careful personal research.

First: These salts do not constitute a yeast food and are not used as a yeast food nor as a yeast stimulant.

Second: The action of these mineral salts is exerted entirely upon the flour, and more specifically upon the gluten of the dough. It is strictly a flour treatment, by the use of harmful chemicals.

The calcium sulphate is not a yeast food and is used on account of its action on the gluten. The ammonium chloride is only employed to increase the solubility of the calcium sulphate so that more of it can exert its action upon the gluten.

Potassium bromate does not feed the yeast nor does it supply the yeast with oxygen, but it exerts a most remarkable tightening effect upon the gluten. This effect is shown in the dough whether yeast is present or not.

Dr. Bacon has stated that it is used to supply the yeast with oxygen when it is decomposed. But the facts are these. It is not decomposed till long after the yeast has been killed by the heat of the oven and there is no more use of placing oxygen before a dead yeast cell than there would be in giving oxygen to a dead man. The oxygen does, however, exert a bleaching effect on the flour.

The fact that these salts are not used as a yeast food is shown by the doctor's statement that when these salts are used as directed, less gas is produced, less sugar is destroyed, less flour is used up. Evidently a stimulation of the yeast is not desired. And what is the effect of less gas? Not a smaller loaf as would be expected but a larger loaf, and why?

Because the gluten has been so artificially modified that it holds the gas and utilizes every bubble to puff up the loaf, making the loaf less digestible.

Any experienced baker can tell by the feel of dough, containing no yeast, whether or not these salts have been used, by the increased toughness and resistance to tearing. I have made aerated bread using compressed air and gas, in which yeast played no part whatever, and into which the feeding of the yeast could not enter because no yeast was used and the effect of these salts was plainly seen in the finished loaf, proving conclusively that the action sought is upon the gluten and not upon the yeast as claimed.

In the latter part of his paper Dr. Bacon admits that this action upon the gluten is what is sought by the use of these chemicals when he states that 96 pounds of the flour plus the salts will give a dough of the same consistency as 100 pounds of flour with the same amount of water but without the salts. In this experiment there was no question of feeding the yeast, there was no question of stimulating the fermentation. It was purely a question of the effect of these mineral salts upon the flour.

Now if these salts are used because of their action on the gluten, and if the action on the yeast is nil, irrelevant and of no consequence, why all this talk about yeast food, about stimulating the yeast, about feeding the yeast?

I will tell you why! A flour of low protein and low nutritive value can be made into a loaf that can compete in deceptive appearance alone with bread made from the best high grade flour, a fraud upon the public, and which sooner or later will be attacked and stopped.

For not only may less nutritious materials be used in the

Continued on page 110



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Every-Day Recipes For Modern Bakers

The object of this series of formulas is to give the baker with small experience, a general line of bakery goods that he may be able to take charge of a small shop, and turn out a line of goods that will be appreciated by his employer and at the same time be profitable, without the usual cost of experimenting with each mix.

These mixes and formulas have been tried and tested and are good sellers. The main object in these recipes, or in any others, is to be precise and careful in the weighing and measuring and to finish the work in as neat a way as possible, without waste.

Remember! and impress this in your mind: be careful and *very* exact on weights and measures, and no bad results will follow.

100-Loaf Batch of Bread

1 1/2 oz. yeast	14 oz. salt
1 lb. 12 oz. sugar	38 lb. water or 19 qt.
1 lb. 9 oz. lard	58 lb. flour (hard wheat)

Dissolve yeast, sugar, and salt in the water—water at 80 to 85 deg. Fahr. Then break up the lard, and mix in the flour well.

Let stand three hours, and punch down.

Let stand another 1 1/2 hours and punch again.

Let stand an hour and throw out and scale.

Round it up first before putting into the pans.

Let it raise to the level of the tops of the pans and bake in a good sound oven and if possible use steam in the oven while baking. But this is not absolutely necessary.

When baked, grease the tops lightly.

You will have a nice appearing loaf of good volume, palatable, and which will stay fresh for a reasonable period.

(3)—Graham or Whole Wheat Bread

Use the same mix as for white bread, but add 1/2 pt. molasses to every 2 quarts of mixture and use in mixing 1-3 graham or whole wheat flour, and the other 2-3 white flour. Let raise the same as white bread.

(4)—Rye Bread

Use the white bread mixture but leave out the sugar and lard and use 1-3 rye flour in mixing. Make a stiffer dough than for white bread.

(5)—Pie Dough

4 lb. soft wheat flour	1 oz salt
1 1/2 lb. lard	1 qt. cold water

Work the flour, lard and salt together between your two hands in a bowl and when all fine add the cold water, and just mix enough till it is all of the same stiffness. Before putting pies in oven wash with milk, to give them a nice color.

(6)—Canned Fruit for Pies

Way of Preparing

To each large can of pie fruit, such as apples, berries, peaches, etc., put in 1 1/2 lb. sugar and 1 quart of water and put on the stove till it comes to a boil; then add four ounces cornstarch dissolved in 1 pt. of water.

Apricots need 2 lb. of sugar.

(7)—Pumpkins or Squash Pie—for Eight—8-inch Pies

1 1/2 qt. mashed pumpkin	1 pinch salt
12 oz. sugar	1 pinch ginger
2 oz. corn starch	1/4 pt. molasses

5 eggs and 1 qt. milk

Mix the sugar, starch, salt and ginger together, then pour into the pumpkin and add the eggs and molasses. Stir well

together. Then stir in the milk. Put the unbaked pie bottoms in the oven and fill with a long handled dipper. When they come up well they are done.

(8)—Cream or Cocoanut Pies

2 quarts milk.	1 lb. sugar, 1 pinch salt
5 oz. cornstarch 10 eggs	

Vanilla flavor

Have the pie crusts baked. To keep the crust from blistering up while baking, stick the bottom well with a fork.

Put the milk and sugar and salt on to boil.

Break the eggs into a separate bowl and stir in the cornstarch and vanilla till nice and smooth. When the milk starts to boil stir in the eggs and starch with an egg beater and stir till smooth, then take off and stir a few more times.

You can fill part of the crusts with part of this filling and mix cocoanut with the other part, and fill the rest.

Spread the tops with meringue, and dust with cornstarch. Put in the oven to brown a little, but watch them closely that they do not get too much color.

(9)—Meringue

1 pt. egg white	1 pinch salt
3/4 lb. sugar	Vanilla extract

Beat the whites well first then beat in the sugar a little at a time and at last add the vanilla.

(10)—Lemon Pie

3/4 pt. lemon juice	2 lb. 6 oz. sugar
2 1/2 qts. water	9 oz. cornstarch

15 eggs

Put the lemon juice, water and sugar on to boil. Stir up in a separate dish the cornstarch and eggs. When the first comes to a boil, stir in the starch and eggs and take off. This makes 15 pies.

(11)—Imitation Lemon Cream

6 qt. water	1 1/2 lb. cornstarch
2-3 pt. vinegar	10 eggs, lemon extract and
4 1/2 lb. sugar	egg color

Boil the water, vinegar and sugar together.

Put the eggs and an extra pint of water and starch into a 12-qt. bucket; stir well together. When the first comes to a boil take off and pour into the bucket and at the same time keep stirring it in the bucket with an egg whip. Flavor with lemon and color with egg colors.

This is a very good imitation of lemon cream.

(12)—Cream Puff

1 qt. water, 1 pinch salt	15 eggs
3/4 lb. lard	1 pint milk
1 1/4 lb. hard wheat flour	3/4 oz. ammonia

Put the lard, water and salt on to boil.

Have every thing else ready. When it is boiling well pour in the flour and keep stirring with a wooden paddle till the flour has left and quit sticking to the side of the kettle. Dump into a bowl, and commence at once to add the eggs a few at a time and keep stirring with a stick.

When all the eggs are in, put in the ammonia, then finish with the rest of the milk, which you can by this time rub in with your hand. Drop about the size of half an egg on slightly greased pans and bake in a solid oven. When they are nice and brown and when by putting one to your ear you hear no sound of frying, they are done.

Fill with the Cream Pie Filling.

Publicity for the Baking Industry

Continued from page 101

Thirteenth: All your organization with as many as possible of the big movements before the country—pure food, sanitation, health, congresses, preparedness, relief work, etc.

Fourteenth: Intensive work along all lines possible in any given locality where a change is to be made, such as an advance in prices, etc.

GAINING THE PUBLIC'S GOOD WILL

Such a campaign intelligently conducted by a bureau which had the confidence and co-operation of your organization would accomplish many things. Most important of all probably would be an increasing good-will on the part of the public towards bakers as a class. The second and more practical would be the gradual elimination by reason of this better understanding, of senseless and annoying restrictive legislation which in so many parts of the country harass the bakers' trade. As soon as the bakers' organizations go on record as favoring all legislation which will benefit the public, they will have the public on their side in every effort to stop legislation which only adds to the cost and in no ways improves the service of the baker to the public. It will make it easily possible to work such reforms in the trade as the present market conditions urgently demand, so that the baker could have something besides a clear conscience as a reward for his services to the public. If the 10c loaf is the biggest need of the bakers, then by all means give your first attention to it. If the standardization of flour is such a problem, let it receive straightforward attention.

The increasing intelligence of the public and particularly of the press, would make impossible a very large per cent. of those annoying misstatements or misconstructions of your actions which now present themselves from time to time. It would give you the machinery of dealing instantly and effectually with any misrepresentation which might try to make itself heard, or the half-truths which often create more prejudice than a bold lie. Obeying the universal law that like begets like, the confidence of the bakers in the public, as expressed by an intelligent frankness regarding their business, would result in a frank interest on the part of the public and that would finally produce what is after all probably the most important direct object of your organization—a big increase in sales of goods, sold at an honest profit.

I would not have you think that if you dumped a million dollars, on the table here that this thing could be accomplished tomorrow or next week. The task is a big one and will require not only money but time and patience to accomplish. That it is possible, I pledge you my most sincere assurance, based on some years of experience and observation. The American public is like a great good-natured animal. It likes to be petted and treated fairly and it responds to the generosity with a magnificence unknown anywhere else in the world. To such a campaign of education, constructive and corrective publicity, I earnestly commend your serious attention.

* * *

Concerning the Use of Salts

Continued from page 108

making of the bread, but the gluten of a high grade flour when tightened by the action of these salts becomes less digestible than the untreated natural gluten.

The addition of these chemicals can always be detected in the bread and gives the pure food inspector and the pure food specialists another chance to attack bread.

I do not say that these chemicals will not act on the best quality of flour, but I do maintain that the introduction of the use of these salts into the baking business is a blow at the honest milling industry of the country and also what is more important, it opens the door of deception, allowing a thoughtless baker to ruin the baking business of the country, destroying the confidence of the public of baker's bread.

I am interested in the manufacture of yeast, and while my statements may be misinterpreted, I must present a few facts regarding the food value of yeast and the action of the yeast in the dough.

Of all the ingredients that enter into the manufacture of bread, there are none that possess the same nutritious properties as the yeast.

It contains more than fifty per cent. of readily digestible proteins, and over thirty per cent. of glycogen in the exact form in which it is stored up as reserve food in the body.

But more important than these is that remarkable substance known as vitamine. The presence of vitamine in our food is absolutely necessary for continued health, and life itself would be impossible without it. The use of a diet poor in vitamine brings on such so-called "deficiency" diseases as scurvy, beri-beri and pellagra.

Now highly milled wheat flour is lacking in the necessary vitamine, but yeast is the chief source of this necessary substance. The more bread that is eaten, the more important it is that the vitamine, should not be cut down. Without vitamine white bread would be an unhealthy food. The whole agitation for whole wheat bread is based on the low vitamine content of white bread. It will not be safe to reduce it any lower.

The nuclein of yeast, a veritable nerve food prescribed by physicians in all run down conditions, is also obtained from the yeast and is one of its most valuable constituents.

Now what does the yeast do in the bread? Why not use compressed gas and make aerated bread without yeast? You know this has been tried and found to be a failure, for the chief action of the yeast is not merely to puff up the dough, but to attack the gluten, soften it, render it more digestible, change its flavor, and replace the raw taste of the wheat and give it the flavor of bread.

It has been stated that the yeast "eats up" the gluten. Of course it does. That is the reason why yeast is used. But what becomes of the yeast after its action on the gluten? It remains in the bread and adds to the nutritive value of the bread, not only by its own substance, and the valuable food it contains, but also by rendering soluble and digestible the gluten of the loaf.

Additional discussions on this subject will be published in a later issue.

* * *

New Association incorporated

Incorporation papers were filed Aug. 3rd in County Clerk J. Slater's office by the Passaic and Bergen County Master Bakers' association. The main purpose of the organization is to assist one another in the collection of outstanding bills. Officers for the first year are: Emidio Lazzaro, president; Mike Esposito, vice-president; Natale Savasta, secretary; Giovanni Pellegrino, treasurer; Frank Cannove, Liberio Baldanze and Giuseppe Maralis, trustees.

* * *

More Arrests Under Screen Law

Dr. M. P. Heck, representing the state board of health, of St. Augustine, Fla., is continuing his efforts to enforce the screening law and to-day secured warrants for other alleged violators of this law. Dr. Heck states that all meat shops, groceries, bakeries and markets have complied with section No. 2 of this law, but only a few have fully complied with section No. 3. This section requires the owners or managers of such places of business not only to screen but to keep flies out of the places in question as far as it is possible to do so.

* * *

Bakers Raise Price of Doughnuts

Mr. Dough Nut of the well-known family of that name has gone up.

A one-arm lunch room in the down-town district now serves only two doughnuts instead of three for a nickel. A "one-arm" lunch, it might be explained, is the popular description of those places where the chairs have one broad arm upon which to place dishes, as on a table.

The reason given for the increase is the usual one—higher cost of ingredients.

It seems that about everything that goes into a doughnut costs more—except the hole.

It is reported that the two-for-a-nickel doughnuts run a shade larger than the "three-fers."

But, unless they do, the reduction from three to two means a 50 per cent. increase to the consumer.

It is getting to be an old story now at the lunch counter. Some places have boosted coffee from a nickel to a dime. Pie at 10 cents per cut is now an old story, too. Even the gentle eclair jumped and now the democratic doughnut has gone up, taking its justly celebrated hole with it.

Now Comes the Baker's Chance



Now you have a chance to get the benefit, in your business, of the prestige and profit that goes with a nationally advertised product.

California **RAISIN BREAD** *Made with* **SUN-MAID RAISINS**

is known throughout the nation as a result of our tremendous advertising. Pages every month in The Saturday Evening Post, colored pages in The

Ladies' Home Journal, and newspaper advertising, are making millions want this fruit-food. Nothing like this has ever before been done for bakers.

Are You Making the Most of It?

If you are not getting the full benefit of this nationally advertised product in your business, get in touch with us at once and we will help you. We furnish the recipe for this bread free to bakers every-

where. This bread is a success because of the quantity of luscious raisins it contains. You can't expect results making it another way. Write for full information and dealer's helps.

(257)

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 8000 Growers
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PACKAGE CAKE THAT'S REALLY GOOD
IS MADE WITH

"JO-LO"

PRODUCTS!

QUALITY



JOE LOWE COMPANY, 303 Greenwich St., New York
Gentlemen—Please send me full particulars regarding your package cake specialties, and let me know when you can arrange to send your representative.

Name.....
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THERE is nothing in bake goods that can beat a real good package cake as a seller and creator of absolutely satisfactory profits. But make package cake right—to do this use "JO-LO" products. With "JO-LO" Snow White, "JO-LO" Dry Egg, "JO-LO" Spices, "JO-LO" Emulsions, add the necessary flour and shortening and you have a combination that makes the best package cake produced.

We know the package cake business and realize that your customers' demands call for cake with flavor, richness, lightness and one that will keep its moisture.

Try "JO-LO" Package Cake Specialties now—your troubles will be at an end. We will be glad to send our representative, who will demonstrate these products—his work and time will cost you nothing—just fill out the coupon and mail to

JOE LOWE COMPANY

303 Greenwich St. New York, N. Y.
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Cracker Baking

An Impartial Survey of the Cracker Industry throughout the World

Getting the Retailers' Support in Biscuit and Cracker Distribution

*By Sol. N. Westerfield, Chicago**

As vice-president of the National Association of Retail Grocers, I feel closely related to you, inasmuch as I represent the distributors of your product.

I was impressed with the statement that it was absolutely necessary to become better acquainted with and to gain the good-will of the retail grocer. I am fully agreed with that. You must ask yourselves: "What are we doing to gain the good-will and co-operation of the distributors of our product?"

The question cannot be answered that if you advertise you are doing all that can be done. True, advertising is helpful, but advertising without the dealers' co-operation does not spell large results. I interpret my audience to be independent cracker bakers, who do not advertise to the extent that the "trust" manufacturers do, but this is not altogether a handicap and should not be so considered by you.

If I interpret the sentiment of the retail grocer correctly, he is not overly anxious to push the product of the "trust," notwithstanding its advertising. He feels rather compelled to handle their product because of its advertising, and does so in a great many cases reluctantly, for very frequently the margin allowed the retail grocer for distribution of the extensively advertised products is not sufficient to pay the actual cost of the distribution, and very frequently means an actual loss. Is it not a fact that you see the most extensively advertised biscuit advertised at cost or less than cost by the larger retail distributors, quite naturally to the detriment of the great multitude of smaller retailers, who in order to meet competition have to follow the lead. That is the thing I desire to discuss with you this morning.

Must Co-operate With the Small Grocers

The grocer will have more than ordinary welcome for your representatives, if you are willing to co-operate with us; but do not do it merely by sending a letter; do some thing. You men can advertise; you can go after us to a greater extent than many of you are doing at present. It is not necessary that you should take full pages in our big papers, nor buy up all the bill boards in a town, nor take up all the available space in the street cars. There are other methods of advertising, which coupled with that form of co-operation toward the retail distributor, will gain his co-operation. I am quite sure it would spell bigger, better and more profitable business, both to you and to the retail grocer.

We find that there are certain large interests engaged in retailing, who make use of an extensively advertised, well-known product to sell at unreasonably low prices, not in order to sell

This does not spell a healthy condition in either retailing or manufacturing. You are probably guilty of taking to some of

a particularly large quantity of that product, or serve the consumer more cheaply than in the regular way, but merely to use merchandise with whose value the consumer is familiar, as a bait to sell other merchandise which will more than make up the loss.

these fakes, and if you are not careful you may be confronted with a situation similar to that confronting these very United States to-day.

We have been guilty in our relations with Mexico, of certain transactions that ought to bring shame to every American citizen. Notwithstanding the trouble, not impending but actually existing, in Mexico for a great many months, we have sent ammunition there, probably for no other purpose than to kill American boys with American ammunition furnished by American manufacturers. Such conditions when practised by a nation we admit are shameful, but is it not a fact that in a commercial way we are guilty of the same practice? Is it not a fact that a great many manufactureres will furnish the price, together with the ammunition, which is later used to take away business from that manufacturer, by limiting the business of the other distributors?

Is it not a fact that the mail order houses, chain store systems, department stores, cannot be counted on as steady distributors of your product? Is it not a fact that they change from day to day? You may supply them with crackers and biscuits to-day because of quoting them a lower price, and to-morrow someone else will undersell you a trifle, and they turn from your product to the other very quickly.

Wouldn't they, once they become large enough not to need you, engage in the manufacturing business themselves? That has been demonstrated time and time again. It is being practised by mail order houses at present, and manufacturers really helped them to build up their business to such an extent that in many lines they are absolutely passing you. Wouldn't it have been well if you had surrounded yourself with smaller distributors, whose confidence once gained by a meritorious product at a reasonable price are only too glad to serve you? But, I say again, you have furnished the ammunition which is slowly killing your distributors and, evidently, you.

Having all of this in mind, thoughtful manufacturers, thoughtful retailers and thoughtful wholesalers have concerned themselves for some time about the maintenance of the resale price.

I would far rather have the manufacturer whose product I distribute name the price at which I shall sell it than to have my competitor do so. My competitor has absolutely no interest in me or in the product in question. The manufacturer must concern himself about the price and the margin left to me as distributor; for if the margin left to me is not sufficient I will turn to other products. We have come to the conclusion that it is per-

*Address at the Biscuit and Cracker Manufacturers' Convention.

fectly safe for the retail merchant in any line to permit the manufacturer, if he feels so disposed, to establish a price for his product and maintain it and have gone before Congress with what is known as the Stephens bill—price maintenance legislation. Is it not far better to have your manufacturer fix that price than your competitor? I would rather be your automaton than be the automaton of the general store or mail order house.

Mr. Hughes, in addressing you yesterday, said that a cutting price does not bring permanent business. I am fully agreed with that, and have seen that demonstrated in my business time and again. A price cut may appeal to what is known as "shorters," who will buy a particular article that is being offered at the lower price, but it does not bring increase of business, because that class of customer is as anxiously watching for a cut in the price of some other article, and does not find it necessary to come back and call for the same biscuit, the same butter, the same crackers, or whatever it may be, when it has advanced again to its regular price, but goes about to find some other store offering the same merchandise at a cut-price. So that Mr. Hughes is right when he says that cut prices do not make permanent customers for you or for me.

Must Consider Overhead Expense

Have you ever given thought to overhead expenses in your business? You have, or you would not be successful manufacturers. And does it not follow that if I am operating under an overhead expense of say 17½ per cent, and I sell 25 per cent of my merchandise at cost or any figure less than that 17½ per cent which it costs me to do business, that I must reimburse myself with other lines with which the consumer is not familiar in order to strike the balance? Even mail order houses and department stores do that.

Some particular merchandise is sent out and sold at a loss and something else charged for more than is reasonable. It is not healthy for the manufacturer, it is not healthy for the dealer, and certainly is not healthy for the consumer, and he is the one who pays all the bills. And when you contemplate the big dividends that are being paid by the larger stores it stands to reason that the consumer does pay for it.

I find it possible to operate my store at an expense of about 17½ per cent—it occasionally rises close to 20 per cent during certain seasons when we are not so busy—but taking 20 per cent as the maximum and 17½ per cent as the minimum, compare that if you please with the expense in the larger stores. I am informed that the mail-order expense of doing business is 28 per cent. Can they undersell me so heavily on everything?

Manufacturer and dealer alike should strive to give better quality and better service rather than endeavor to gain control of the market by killing off competition as now is frequently the case. The incentive on the part of the dealer to ask abnormal profits on unknown merchandise as a means to reimburse himself for losses sustained in price cutting on popular articles should no longer exist. Every article should be sold on its merits.

I am interested in co-operation, but co-operation must not be

confined to writing letters from the office. Concern yourself about your retail distributor, furnish him with means of advertising, do your advertising from the retailer to the consumer—that spells greater results than any advertising that you may do in the biggest paper in the United States. True advertising is helpful but dealer's co-operation is absolutely necessary if advertising will spell good results.

New Plant for Manchester Biscuit Co.

The management of the Manchester Biscuit Co., Fargo, N. D., is said to be again contemplating the erection of an addition to the present factory to care for the increased business of the company. President L. D. Manchester, manager R. J. Cone, George Schwartz, an architect of Sioux Falls, and P. Morton, a heating-plant expert, of Indianapolis, were recently in consultation on matters relating to the new plant. The main plant and office of the company, is located at Sioux Falls, S. D.

Wins N. B. C. Prize

Frank E. Smith of Franklinville, N. Y., representative of the National Biscuit company won the gold watch given by the company to one selling the greatest number of boxes during the month of June. Mr. Smith was over one hundred boxes ahead of his nearest competitor.

Joe Lowe Factory in Chicago

Owing to the fact that their business in the middle west has become one of the big factors in their success, the Joe Lowe Co., with main offices at 303 Greenwich Street, New York, N. Y., have established a factory and office at 3633 South Racine Avenue, Chicago, Ill., for the purpose of taking care of the trade in that section of the country.

Trying to Save Concern from Bankruptcy

In an effort to save the Milwaukee (Wis.) Bakery Company from the bankruptcy courts, Raymond J. Cannon, attorney for the company, met creditors on July 26 and offered 10 cents on the dollar.

The ultimatum is that they must take this or put the concern through bankruptcy. A committee comprising Martin Brennan, Chas. H. Phillips and G. Schwartz was named to make an appraisal of the property and to report at another meeting.

The bakery company still is a going concern, even though Peter Steinkeller and Mrs. Catherine Steinkeller, who comprised the major portion of the company, according to Mr. Cannon, have departed from this city.

There was a disposition on the part of some creditors to have the plant, which is using \$150 worth of flour daily and which has a weekly pay roll of \$400 closed at once. The valuation of the plant is given at \$25,000.

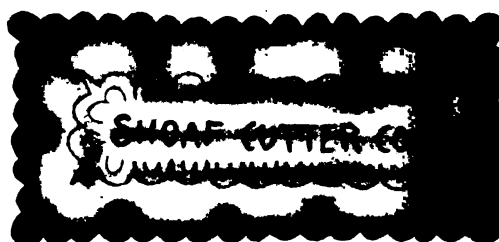
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**English
Style
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A Specialty**



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Foxy Breadrap Designs

Are you really satisfied with the wrapped appearance of your favorite loaf? Is the quality, color and crust there of so suggestively shown as to *impel a purchase* at first sight, or are these valuable sale factors wasted by non-transparent paper, poor inks and a crude design.

With no charges or obligations whatever we offer to the Baking Trade the services of our designing department, the head of which is a skilled designer and artist as well. The more difficult the design, the greater our efforts. *Skill - secured by years of practice* is what we offer - it is yours for the asking.

All we need to give you a foxy and up to date design is the

Name of your bread

Size of wrapper and

Method of fastening

This Cut was used in small bake shop 'Over the Rhine' in Cincinnati 37 years ago.

The Waterproof Paper & Board Co.
Bread Wrapper Manufacturers
427-439 E. SIXTH ST. CINCINNATI OHIO.

Coupon for Sketches

Name of Bread

Size of Wrapper

Method of fastening



PLYMCO
QUALITY
LOAF

Quality **PLYMCO** Economy

In Good Bread

Our Mr. Bartholomae at the National Convention at Salt Lake City heard President Burns' Masterful Appeal, and the following are the words of such a master mind as Mr. Burns, i.e., "There is no more immutable law than the law of compensation. This law applies with equal force to the individual. He gets out of life about what he puts in it . . . He gets out of his business about what he puts into it."

Philosophising along Mr. Burns' line of thought, we say:

A Baker gets out of his Bread about what he puts into it

If he puts **PLYMCO** into his bread he gets out a moister, **more closely** knitted loaf and a flavor that has the home-baked smack.

PLYMCO reduces the **cost** of his bread on account of its **high absorption power**.

PLYMCO is a splendid **Yeast Food**, also **leavening the gluten**, thereby saving 33% of your shortening.

Plymco will come to its own in the Coming 10 Cent Loaf

The greatest living Expert in Baking—his name on application at the office—an author of several books and bakery expert of one of our leading trade journals recommends **PLYMCO** to his readers as the **finest Processed Cereal** in the country in the making of

Better Bread and Box Cakes

Milled by

PLYMOUTH MILLING CO.

(Millers of that splendid **PLYMOUTH** and Pilgrim Flour)

LE MARS, IOWA, U. S. A.

Write for free samples and directions as how to save a large amount on your yeast bill if **BARTHOLOMAE'S Patent 10 MINUTE FERMENT** is used

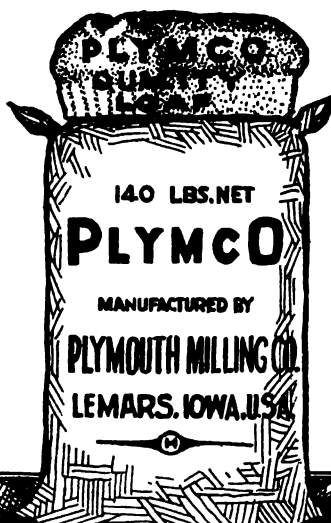
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Branch Distributors also in
San Francisco and Los Angeles, Cal.
Portland, Seattle and Spokane,
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Formerly Publ. and Editor of Chi-
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Coast Baker's Magazine, San Fran-
cisco; Superintendent California
Baking Co., San Francisco; Expert
Demonstrator Butter Nut Bread
and Malt Extract; Lecturer on
Practical Baking Sciences.



FLOUR

Directory of Leading Mills and Distributors Who Sell to Bakers Direct

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Bakers are invited to write to any of the above Concerns for Baking Samples and Prices.

Red Jacket

Patent Flour

Quality Guaranteed

We also manufacture all grades
of Rye Flour, both pure and
blended. : : : : :

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New Ulm, Minn.

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That's the Spring
Wheat Patent---It
is guaranteed to
please discriminating
bakers who
want good flour.

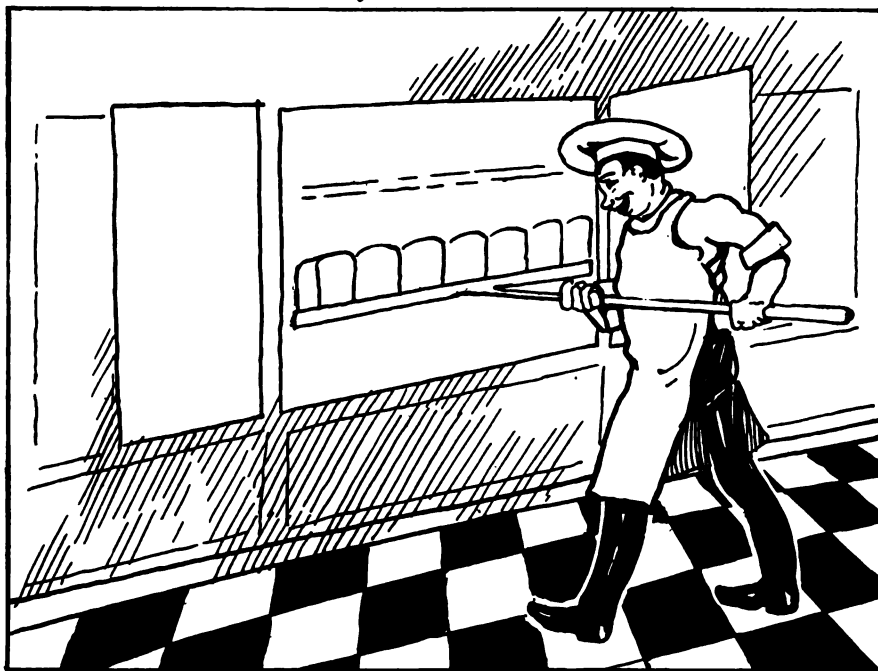
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*The Best Flour milled
for results!*



BIXOTA MAKES THE DOUGH THAT
MAKES THE BREAD THAT MAKES THE
SALES THAT MAKES THE BUSINESS!

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• RED WING • MINN. •

Our Capacity For Taking Pains

is unlimited, and that is why you can depend on our service and the quality of our flour.

Things done in your shop, you can watch yourself and know they are being properly attended to; but you can't go to the mill and watch the flour that is being made for you.

It is good business, therefore, to get your main supply from a mill large enough to supply every demand you make on it promptly, and so watchful of its own affairs that you can absolutely depend on the quality of its flour.

Seal of Minnesota

"The Great Flour of the Great Flour State"

frees you from all anxiety on each of these points. It is made in a mill of large capacity which grinds regularly day after day under the ever watchful care of experts who do not guess at anything.

We have been growing, too. An indication that old customers stay with us year after year and that new ones are joining them.

We want you to know our flour and our service. We would like an opportunity to study and supply your needs. *Let us hear from you.*

New Prague Flouring Mill Company

New Prague, Minn.

Associate Member National Association of Master Bakers.



SCENES IN THE LABORATORY

- 1 *Fat Test*
- 2 *View in Bakeshop*
- 3 *Acidity and Protein Test*
- 4 *General View in Laboratory*
- 5 *Ash Test*

Gold Coin Flour

¶ The process of making **GOLD COIN** involves skill and the most exacting sanitary and scientific methods. The wheat that is used is the best obtainable and every kernel is washed and scoured and the flour bolted many times through silk. No hand touches it from the time the wheat enters our elevators until the flour bag is opened by the purchaser.

¶ There is no guess work! A complete laboratory is maintained with accurate appliances. Experienced and conscientious chemists and bakers are employed. Chemical and baking tests are made regularly.

¶ **GOLD COIN** is a strong, water-absorbing flour which makes more loaves of bread of excellent, nourishing quality. Bakers and housewives feel a sense of security in using **GOLD COIN**. It is trusted to make the best bread and more of it. It is this confidence that makes the dealer's trade doubly secure.



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Wheat Flour, 5000 Barrels — Rye and Corn Products, 1000 Barrels — Elevator Capacity, 2,600,000 Bushels

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MINNEAPOLIS MILL - Modern, Sanitary, Perfect

PRODUCER FLOUR

PRODUCER is a highly glutinous hard wheat flour, milled especially for baker's use.

Its excellent strength and uniform working properties, the bread quality and yield, considered with the moderate price, give "Producer" Flour an unusual value.

It will pay you to prove these facts to your own satisfaction. Write for quotations.

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MINNEAPOLIS, MINN.

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1. *Five to twenty more loaves* to the barrel.
2. "**Osota**" is the best Spring patent for bread quality.
3. Blending "**Cutter's Best**" Winter patent improves *color and flavor*.
4. The flour can cost *more* yet the bread cost *less*.
5. Bake *more* loaves for *less* money, *sell more for more money*.

Let us send you baking samples which will enable you to demonstrate these profit-points about our flours—or, at least, write for the facts that mean bigger money for baker and flour merchant alike.

Also get our Weekly Market Bulletin.

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The good reputation and high quality of Corner Stone Flour have been continuous since 1877, and, if the wishes of our customers are to be granted, will last forever. Corner Stone Flour will make a solid and strong foundation for your business. It is made of the best Minnesota and Dakota Hard Spring Wheat. Write for baking samples and prices---now.

*Knead the Sample
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White Satin Flour

used in baking gives that much desired texture; greatest customer satisfaction being the result. ¶ Made in the famous Cataract Mills of Minneapolis since 1871—almost half a century of flour satisfaction given to the better bakers—it's popularity is constantly increasing.

Why don't you get a sample of White Satin and test it in your shop under your own conditions? You will then see that you can bake better bread and the flour to use is White Satin.

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Minneapolis, Minn.

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POINT TO
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Yield
Uniformity

Color
Strength

For Bakers It's a Money Maker

WELLS FLOUR
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WELLS, MINN.

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AND
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Strong Bakers' Patents

Our Wheat, for grinding mixture, is selected from a line of 155 Country Elevators owned and operated by us.

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HERMAN F. WRIGHT, Manager

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Never Again
will you use a cheap flour
after you have baked once
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Know that we make the **best** on the market. It's your loss if you have never tried it. Better get our samples and quotations.

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Oldest and largest manufacturers in the United States.

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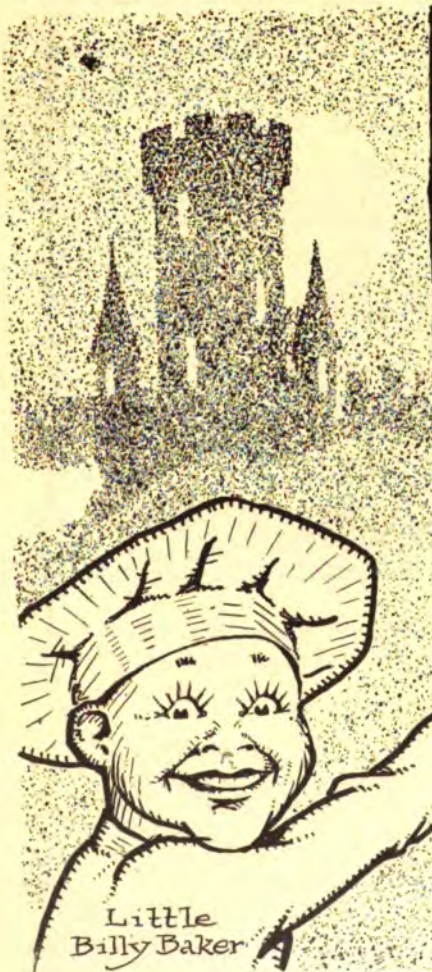
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Little Billy Baker

WE have recently doubled the capacity of our plant to take care of the steadily increasing demand for our products.

Why not join our prosperity and use

Golden Palace
Flour

It will give you that prestige over your competitor, that you have so long been looking for.

There is no time like the present to make a move in the right direction. Do it now!

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LARABEE'S BEST MEETS EVERY TEST



for
**BREAD
CAKE
and
PASTRY**

NOT only chemical analysis, which is essential to all good flour, but every known practical test proves the quality of Larabee's Best beyond question.

The wholesomeness and uniformity of Larabee's Best is guaranteed and backed up by a big, growing organization with facilities for milling 3,500 barrels a day—and we're working pretty nearly up to capacity.

Try a car—you have never used a better flour than Larabee's Best. When you write ask for a baking sample and prices.

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Quality Patent
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FOR BAKERS USE

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Fifty years of milling enables us to make flour which is always uniform, and of the better quality.
 We would like to send you a sample so you may see for yourself.

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The Keystone of Better Baking

Do you really want to bake better bread—to do a larger business? It is in your power to do so. GOLD MINE flour is milled from the choicest wheat—in a most modern mill by skilled millers. The result is a flour that can be the foundation for better business if you so will it.

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is always uniform. With that assurance the quality of your bread will always be the same. And when you use Velvet flour its quality labels your bread as different and better than your competitors'—and that's what increases your business.

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We make Hunter's
Flyer---The flour
that's always right.
You bake it into
bread that's always
right. See the
point?

Try a Sample

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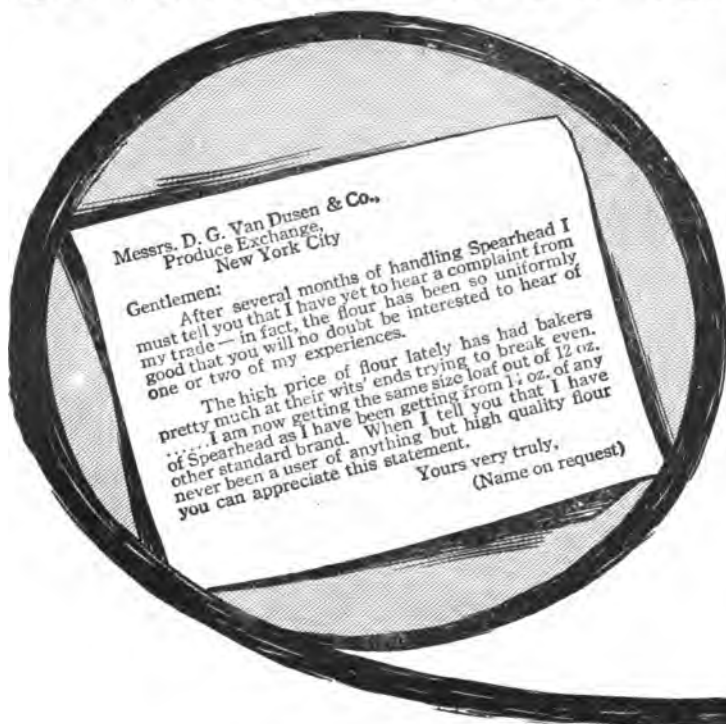
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Strong Foundation*

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FLOUR**

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Saves 2-Ounces of Flour Per Loaf



That's what a big baker of New York State saves on each loaf of 14 ounces of

SPEARHEAD FLOUR

Read his own statement reproduced herewith and be convinced that you too can add fifteen per cent to your daily profits. Simply use **Spearhead Flour**—it gives more loaves and better bread than any flour milled.

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FOUND— An Opportunity

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Every formula is original, and can't be equalled. Anyone can make these cakes, and the nature of the formula is such that the men in your shop can make the cakes and still be ignorant of their secret.

They keep fresh indefinitely, look appetizing and are good sellers. No stale returns. No crust. No waste. Icing keeps fresh and soft as long as the cakes. The manufacture of these cakes will show a profit you never dreamed possible in your cake shop.

The General Baking Co. of Boston is selling from 5,000 to 8,000 of these slices daily.

Write for prices for certain exclusive territories. Prices for the Four Formulas \$25.00. Wood lined tins furnished at the following prices: \$12.00 for 1 doz.; \$22.00 for 2 doz.; \$30.00 for 3 doz., f.o.b. Boston.

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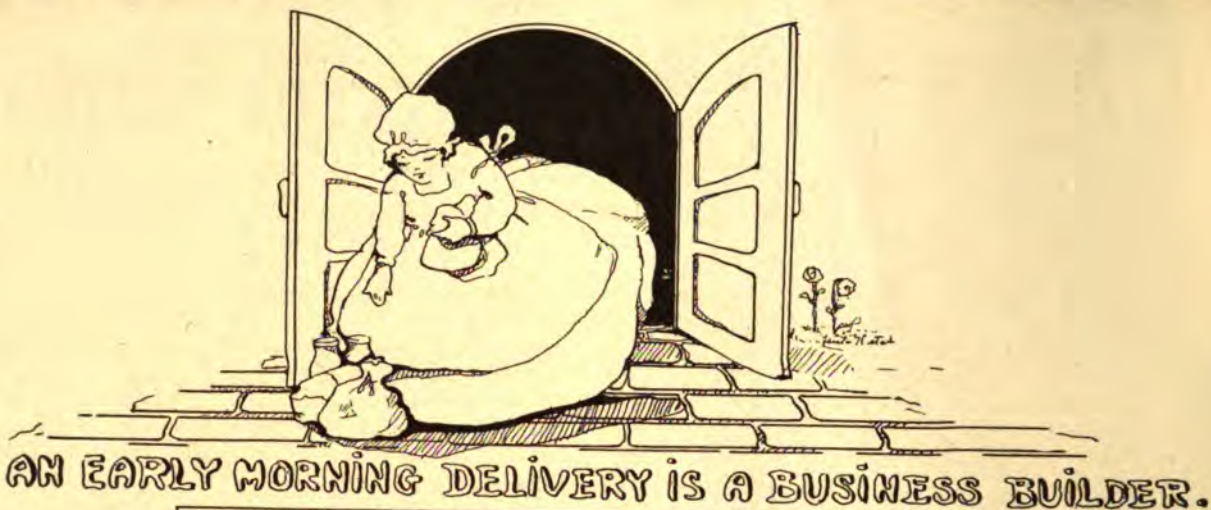
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Butter.

Dieses wichtige Nahrungsmittel wird, wie allgemein bekannt, von dem Fettgehalt der Milch der einheimischen Kuh gewonnen. Die natürliche Farbe der Butter schwankt zwischen weiss und goldgelb und hängt zum grossen Theile von dem Futter ab, welches den Kühen verabfolgt wird.

Die Geschichte der Butter ist etwas in Dunkel gehüllt, aber zweifellos war die Butter schon im frühesten Altertum bekannt.

Vor verhältnismässig kurzer Zeit war noch kein Ersatz für Butter; gemeint ist nur solcher Ersatz, wie wir ihn heute bekommen können und welcher natürlicher Butter nicht nur in der Farbe, sondern auch im Geschmack ähnelt. Es würde nutzlose Zeitverschwendung sein, wenn wir uns mit der Methode der Herstellung der Butter befassen würden. Es genügt zu sagen, dass die Butter heutzutage verhältnismässig auf demselben Wege hergestellt wird als in früheren Jahren.

Natürlich grosse Verbesserungen der Maschinen, welche zur Herstellung der Butter nötig sind, wurden gemacht und wie auf allen Gebieten, so wurde auch hier die mit der Hand betriebene Maschine von elektrischen oder Dampfmaschinen verdrängt; doch im Grunde genommen ist die Methode des Arabers, welcher die Butter in Ziegenfellen herstellt, genau dieselbe, als in unseren modernsten Butterfabriken. Die Fettstoffe der Milch formen durch den Prozess des Stossens eine Masse, von welcher der flüssige Bestandteil der Milch ausgeschlossen ist.

Die feste Masse ist Butter, während die flüssige Masse unter dem Namen Buttermilch bekannt ist. Viel Butter in diesem Lande ist mit einem gleichmässigen Gelb gefärbt, jedoch in verschiedenen Schattierungen. In tropischen Ländern ist recht dunkelgelb gefärbte Butter bevorzugt, so stark gefärbt, dass wir, die wir hier in nördlichen Gegenden wohnen, kaum Butter in dem gefärbten Zeug vermuten werden.

Die Farbe, welche zu diesem Zwecke benutzt wird, wird aus einer gewissen Pflanze gewonnen und ist unter dem Namen Annato bekannt. Früher wurde zu diesem Zwecke eine Teerfarbe benutzt, doch wird dieselbe sehr selten noch angewandt. Ein Teil der Butter wird ungesalzen und ungefärbt auf den Markt gebracht und ist bekannt unter dem Namen frische Süssbutter. Doch der grösste Teil der Butter, der in den Handel gebracht wird, ist gesalzen. Das Salz wird der Butter beigelegt, während dieselbe noch gestossen wird und löst sich in dem noch in der Butter befindlichen Wasser auf und auf diesem Wege ist es möglich, das Salz gleichmässig durch die ganze Butter zu verteilen.

Verschiedene Fabrikanten machten und machen noch den Versuch, mehr Wasser als nötig der Butter zuzuführen, um einen grösseren Gewinn herauszuschlagen. Dieses betrügerische Unternehmen nahm einen solchen Umfang an, dass der Kongress auf allgemeinen Wunsch der Konsumenten ein Gesetz erliess, um diesem Unfug zu steuern. Das Gesetz bestimmt, dass keine Butter mehr als 16 Prozent Wasser enthalten darf und dass Butter, welche mehr Wasser enthält als das Gesetz vorschreibt, als Fälschung betrachtet wird. Dieses Gesetz wirkte abschreckend auf die Fälscher, welche Wasser statt Butter für bares Geld verkaufen wollten.

Das Färben der Butter in diesem Lande ist ziemlich allgemein und viele der Nahrungsmittelgesetze haben nichts gegen den Gebrauch von Farben in der Herstellung von Butter und Käse einzuwenden.

Vermengte oder Prozess-Butter.

Diese Art von Butter erschien im Handel in den letzten 15 Jahren und wird nach einem patentierten Prozess hergestellt. Das Studium, welches zu diesem Verfahren führte, entsprang aus dem Bestreben, Butter, welche ranzig geworden ist, wieder zu verwerten. Es wurde ausgefunden, dass grosse Mengen von Butter in Amerika nicht wieder verwertet werden konnten, obgleich dieselbe übergearbeitet und eingeschmolzen wurde.

Die Herstellung der Prozess-Butter wird gewöhnlich wie folgt ausgeführt. Die unverkäufliche Butter wird gesammelt und den Butterfabriken zugeführt. Hier wird dieselbe in grossen, mit Dampf oder heissen Wasserröhren ausgelegten Kesseln geschmolzen. Während die Butter schmilzt, wird die Butter abgeschöpft und da der Prozess des Schmelzens ziemlich langsam vonstatten geht, setzt sich der Satz am Boden des Kessels. Die reine Butter wird nun in andere Behälter gelassen, während der Satz, der sich am Boden angesammelt hat, natürlich nicht mehr verwertet wird. Die abgeschöpfte Butter ist frei von allen Unreinigkeiten, hat aber noch immer den unangenehmen Geruch an sich. Um diesen zu beseitigen, wird durch die geschmolzene Butter Luft geblasen. Dieses Verfahren nimmt so viel wie möglich den ranzigen Geschmack von der Butter, in dem es die Fettsäuren verdrängt.

Das so behandelte Butterfett wird mit Milch gemengt, abgekühlt, dann wieder durchgearbeitet und so wie frische Butter gesalzen. Der Verkauf der auf diesem Wege gewonnenen Butter ist gesetzlich geregelt und zwar auf eine solche Art und Weise, dass auf jedem Topf Butter vermerkt werden muss, dass es Prozess-Butter ist, damit das Publikum nicht hintergangen wird.

Oleomargarine.

Dieser Artikel erschien zum Beginn der siebziger Jahre letzten Jahrhunderts in dem Handel und wurde entwickelt als das Ergebnis einer Untersuchung für den Zweck, einen Ersatz für Butter zu schaffen, welcher für die ärmeren Bevölkerungsklassen und für die Marine geeignet sein sollte. In vielen Ländern wird jetzt Oleomargarine in grossen Mengen hergestellt. Oftmals war es die Ursache von Streitfällen im Kongress, in welchem verschiedene Komitees den Versuch machten, den Verkauf derselben einzuschränken.

Viele Patente wurden herausgegeben für den Prozess der Herstellung dieses Artikels, und Veränderungen wurden gemacht schon so lange als derselbe als Nahrungsmittel auf dem Markte erscheint. Die folgende Beschreibung wird in der Hauptsache die Herstellung der Oleomargarine erläutern und erklären. In den U. S. A. stehen alle Fabriken unter der Aufsicht des Treasury Department of the Federal Government.

Die hauptsächlichsten Bestandteile, welche zur Herstellung dieses Ersatzmittels benutzt werden, sind Oleo-Oel, reines Schmalz, Baumwollöl und Milch. Oleo wird hergestellt vom Fett des Rindviehs. Sofort nach dem Schlachten des Tieres wird das innere Fett entfernt und in kaltes Wasser gelegt, um abgekühlt zu werden. Dann wird das Fett zerschnitten und in einem Dampfkessel bei verhältnismässig geringer Hitze geschmolzen. Wenn das flüssige Fett von der unschmelzbaren Masse getrennt ist, wird es in grosse Fässer gefüllt, wo es langsam abgekühlt wird.

Ein gewisser Teil dieses Fettes wird nun hart, während der andere Teil eine flüssige Masse bleibt. Diese beiden Fette

werden nun durch eine Filterpresse getrennt. Das flüssige Fett ist unter dem Namen Oleo-Oel bekannt und wird für die Herstellung von Oleomargarine verwertet. Der leichter schmelzbare Teil wird für andere Zwecke verarbeitet. Im geschmolzenen Zustande hat das Oleo die Farbe eines reinen Bernsteins und wird lichtgelb, wenn gänzlich abgekühlt.

Das Oleo-Oel wird mit der nötigen Menge von reinem Fett und Baumöl gemischt und nachher mit Milch auf demselben Wege verarbeitet wie Butter. Manche Fabriken mischen, um bessere Qualität von Oleomargarine zu erzeugen, noch Butter in dieselbe. Oftmals werden 10 Prozent Butter für bessere Marken dieses Ersatzmittels verwendet. Um fähig zu sein, mit Gewissheit zu bestimmen, ob der betreffende Artikel entweder Butter, Prozess-Butter oder Oleomargarine ist, forderte langes Studium und Experimente. Als Prozess-Butter zum erstenmale im Handel erschien, selbst nachdem das Gesetz seine Regelung vorschrieb, dauerte es ziemlich lange Zeit, bis die Chemisten in der Lage waren, bei Gesetzesverletzungen mit Sicherheit festzustellen, ob es Prozess- oder frische Butter war. Nach schwierigen Nachforschungen gelang es endlich, den Unterschied zwischen den drei verschiedenen Arten von Butter mit Sicherheit auf chemischem Wege feststellen zu können. Diese Untersuchungen sind bekannt unter dem Namen Schaum- und Wasserhaus-Untersuchung.

Gewürze.

Während wir zu Gewürzen übergehen, wollen wir solche beschreiben, welche vom Bäcker am allermeisten gebraucht werden. Aus was dieselben gewonnen werden, welche Bestandteile dieselben enthalten müssen und einige Fälschungen derselben sollen hier kurz beschrieben werden. Gewürze haben an und für sich wenig oder gar keinen Nährwert und doch sind dieselben sehr wichtig, da sie den gebackenen Waren einen angenehmen Geschmack und Geruch verleihen.

Mit wenigen Ausnahmen der wertvollste Bestandteil der Gewürze ist das riechende Oel, das dieselben enthalten und welches den Geruch und Geschmack in die Backwaren überträgt, zu welchen dieselben gebraucht werden. Gewürze werden gewonnen von Früchten, Samen, Rinden gewisser Bäume, Blumenknospen und Blätter und auch von Wurzeln. Pfeffer ist eines der meist gebräuchlichsten Gewürze und die Vereinigten Staaten sind die grössten Konsumenten dieses Gewürzes auf der Welt. Historiker behaupten, dass Pfeffer zur Zeit der alten Römer mit Gold aufgewogen wurde und dass das erste Schiff, welches das Kap der Guten Hoffnung umsegelte, auf der Suche nach neuen Bezugsquellen dieses Gewürzes war.

Die schwarze Sorte von Pfeffer wird hergestellt von der trockenen unreifen Frucht einer Art Rebenstock, welcher hauptsächlich im südlichen Indien, Siam und China gepflanzt wird. In letzter Zeit wurde dieses Gewächs auch in West-Indien mit Erfolg gepflanzt. Die unreifen Beeren werden gesammelt und entweder in der Sonne oder über Feuer getrocknet.

Es wird gewöhnlich angenommen, dass weisser Pfeffer von einer anderen Pflanze gewonnen wird, was jedoch nicht der Fall ist. Derselbe wird von der gleichen Pflanzenart hergestellt, nur wird die reife Frucht dazu verwendet.

Zimmt (Cinnamon) wird gewonnen von der inneren Rinde der jungen Zweige einer gewissen Sorte Bäume, die unter dem Namen Zimmtbäume bekannt ist. Die Zweige werden vorsichtig von den Bäumen geschnitten, die Rinde gespalten und abgeschält. Die aufgehäuften Rinde untergeht nun einem Gährungsprozess. Nachdem dieser Prozess vollendet ist, wird die Rinde getrocknet und ist fertig zum Versandt.

Gewürznelken (Cloves) sind die ungeöffneten Blumenknospen eines immergrünen Baumes, welcher hauptsächlich in den Philippinen, im südlichen Indien, Zanzibar und benachbarten Inseln wächst. Die Knospen erscheinen zweimal im Jahre, im Juni und December. Nachdem die Knospen gepflückt sind, werden sie auf Grasmatten zum Trocknen in der Sonne ausgelegt. Das Trocknen der Knospen erfordert grosse Fürsorge, da dieselben von Tau und Feuchtigkeit geschützt werden müssen. In ungefähr einer Woche sind die Knospen getrocknet und

zum Versandt geeignet. Gewürznelken enthalten 15 Prozent Oel, welches zu verschiedenen Zwecken verarbeitet wird.

Muskatnuss (Nutmeg) ist der getrocknete Kern eines Samens von der Frucht eines tropischen Baumes, welches etwas dem Orangen-Baum ähnelt. Seine Heimat ist in dem Malay Archipelago, wird aber auch in grossen Mengen gepflanzt in Asien, Afrika, Süd-Amerika und West-Indien. Die Frucht, wenn reif, wird gesammelt und der Same aus derselben herausgenommen. Die Samen werden nun über Feuer oder an der Sonne getrocknet. Wenn getrocknet, wird die äussere Schale zerbrochen und der Kern entfernt.

Die äussere Schale wird fein gemahlen und kommt in den Handel als Mace. Diese Sorte Mace soll aber nicht verwechselt werden mit dem sogenannten Bombay Mace, welcher fast ganz geschmack- und geruchlos ist und oft für Fälschungen benutzt wird. Der innere Kern des Samens ist allgemein unter dem Namen Muskatnuss bekannt.

Ingwer (Ginger) wird gewonnen von dem Wurzelstock einer gewissen Kräuterart, welche in Indien und China einheimisch ist, aber jetzt auch in grossen Mengen im tropischen Amerika, Afrika und Australien gepflanzt wird. Die Wurzel wird aus der Erde genommen, wenn die Pflanze ein Jahr alt ist. Die verschiedenen Sorten von Ingwer im Handel hängen meistens von der Behandlung ab, welche die Wurzeln erhalten, nachdem dieselben aus der Erde genommen wurden.

Allspice, ein meistens in den Vereinigten Staaten und England gebräutes Gewürz, ist die getrocknete Frucht eines immergrünen Baumes von der Art der Gewürznelken-Bäume. Diese Bäume sind einheimisch in West-Indien, besonders in Jamaica. Der Geruch und Geschmack ähnelt Zimmt, Gewürznelken und Muskatnuss zusammen, daher der Name All-Spice.

Verschiedene Arten von Fälschungen der gemahlene Gewürze.

Gemahlene Gewürze werden sehr oft gefälscht und verschiedene Methoden werden dabei angewandt. Infolge der hohen Preise dieses Produktes und der Tatsache, dass der starke Geruch derselben eine ganz bedeutende Menge von minderwertigen Ersatzmitteln verdeckt, ladet förmlich zum Fälschen ein. Unter den verschiedenen Substanzen, welche gemahlene Gewürzen beigelegt werden, gehören in erster Linie Kleie und Spreu verschiedener Hülsenfrüchte, Buchweizenschalen, gemahlene Erbsen und Bohnen, Cocosnüsse und Schalen anderer Nüsse, Olivenkörner sowie verschiedene Holzarten.

Eine andere Form der Fälschung ist der Gebrauch der Gewürze, nachdem das Oel, welches, wie bereits erwähnt, der Hauptbestandteil des Gewürzes ist, entfernt worden ist.

Die Fälschungen, welche den Gewürzen beigelegt werden, welchen oft in verschiedenen Gegenden ab, da stets das billigste Ersatzmittel, welches in der Nähe des Ortes erhältlich ist, in welchem die Gewürze gemahlen werden, genommen wird. Nicht lange zurück wurde eine Fälschung auf den Markt gebracht, welche aus nichts anderem bestand, als aus gefärbtem Cornmeal, zu welchem einige Tropfen des aromatischen Gewürzöls gemengt wurden. Es hing von der Sorte des „Gewürzes“ ab, welches Oel genommen wurde. Aus dem Oatmeal wurden jedoch Zimmt, Ingwer, Nelken, usw. gemacht und in den Handel gebracht.

Flavoring Extracts.

Als Flavoring Extracts bezeichnet man im allgemeinen die in Holzalkohol (welcher von gewisser Stärke sein muss) angesetzten, Geruch und Geschmack enthaltenden Bestandteile der aromatischen Pflanze. Die am meisten gebrauchten Extrakte werden aus Vanille und Zitronen erzeugt.

Echter Vanille wird gewonnen von der Frucht einer Pflanze, welche nicht bloss die herrlichsten, wohlriechenden Blumen erzeugt, sondern welche auch einen der am meisten gebrauchten und begehrten Geschmackartikel liefert. Die Pflanze selbst belongs zu der Familie der Schlingpflanzen, welche ihre Heimat im tropischen Amerika hat und jetzt auch in Java, Ceylon und anderen tropischen Ländern gezogen wird. Die Frucht ist eine Hülse, welche, nachdem sie reif ist, mit grosser Vor-

sorge getrocknet und behandelt wird, damit das feinste Aroma erzielt wird.

Der charakteristische Vanillegeruch entwickelt sich während des Gährungsprozesses, welcher stattfindet, während die Frucht getrocknet wird. Der Geruch und Geschmack ist grösstenteils, wenn auch nicht gänzlich, dem Vanillin, welches sich nach und nach an der Hülse kristallisiert, zuzuschreiben. Die getrocknete und sorgfältig behandelte Frucht wird ganz oder in Pulverform auf den Markt gebracht. Häufiger in den Handel kommt jedoch Vanille-Extrakt, welcher durch Behandlung der trockenen Frucht oder des daraus gewonnenen Pulvers mit Holzalkohol erzeugt wird.

Nachahmung von Vanille-Extrakt wird hergestellt durch Erzeugung eines Extrakts von Tonkabohnen. Diese Nachahmung ist jedoch bei weitem nicht zu vergleichen mit reinem Vanille, da der Geschmack nicht so delikat und das Aroma viel zu wünschen übrig lässt. Eine andere Nachahmung wird erzeugt durch Auflösen von künstlichem Vanillin oder Cumarin oder durch beide in Alkohol. Dieses Produkt wird gefärbt mit Caramel.

Zitronen-Extrakt wird hergestellt durch Auflösen von Zitronenöl in Alkohol oder durch Ausziehen des Zitronenöls von der Rinde der Frucht durch Alkohol, da das Öl in der Rinde der Frucht sich befindet. Viel Lemonöl kommt von Sizilien. Um dieses Öl aufzulösen, ist sehr starker Alkohol notwendig und deshalb ist Zitronenöl sehr hoch im Preis. Wenn schwacher Alkohol gebraucht wird, löst sich das Öl schlecht auf und verliert von seinem Wohlgeruch. Diese Form von Extrakt kommt in den Handel als „Terpeneless Lemon Extract“.

In dem Bemühen, die Kosten dieses Extrakts zu erniedrigen, wurden andere Auflösungsmittel als Alkohol versucht. In neuerer Zeit wird ein geruch- und geschmackloses Mineralöl mit ziemlich gutem Erfolg angewendet. Auch wird Zitronenöl in Form von Paste mit Cornstarch gemengt in den Markt gebracht.

Mandalextract wird gewonnen von dem Öl der bitteren Mandeln, aber Auflösungen von Benzaldehyde werden viel für Nachahmungen benutzt. Die moderne Chemie ist stetig bemüht, den Geruch und Geschmack der verschiedenen Extrakte auf künstlichem Wege nachzuahmen.

Picnic der Vereinigten Bäckermelster von New York

Am 27. August verbrachten die Vereinigten Bäckermelster von New York nebst ihren Damen viele vergnügte Stunden in angenehmer Unterhaltung in Link's Astoria Schützenpark, wo es schon am frühen Nachmittag hoch herging. Das Vergnügungs-Komitee wurde von allen Seiten für die vortreffliche Zusammenstellung des Programmes gelobt. Präsident Adam Metz widmete sich mit besonderer Aufmerksamkeit den Gästen und ging, was guten Humor anbetrifft, mit gutem Beispiel voran. Die anderen Herren des Komitees widmeten sich der Leitung der verschiedenen Unterhaltungsspiele und sonstiger Attraktionen. Das an diesem Tage herrschende heisse Wetter hatte die Herren Bäckermelster und deren Familien in voller Stärke zu dem Vergnügen gezogen. Für die unter der tropischen Hitze leidenden Seelen waren Erfrischungen aller Arten vorhanden. Lustig und fidel ging es auf der Kegelbahn her, auf welcher sich die Damen und Herren um Preise, welche einen Wert von \$300 repräsentierten, stritten.

Trotz der „Bärenhitze“ wimmelte es im Tanzsaal von jungen Paaren im fröhlichen Reigen. Von einem Vergnügen konnte man sich ins andere stürzen, und die Zeit verging Vielen nur allzu rasch. Gegen Abend machte ein ausbrechendes Gewitter den Aufenthalt im Park zwar unmöglich, doch das Feiern wurde unter Dach und Fach fortgesetzt und es war um die „zwölfte Stunde“, bis sich die vergnügten Bäckermelster auf den Heimweg machten. Die frohen Stunden, die verlebt wurden, werden vielen Teilnehmern lange unvergesslich bleiben.

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The Howard Practical Tests are now Imitated, but are Unattainable Elsewhere

We have tested flour for 29 years.

Does experience mean anything?

Write for descriptive price list of our popular
schedule C. T. & W. tests

**The Howard Wheat & Flour
Testing Laboratory**

Minneapolis

Minnesota



Telephone Connection

Established 1885

S. C. BAUER & SON

MANUFACTURERS OF

STORE FIXTURES, BAKERS' PEELS

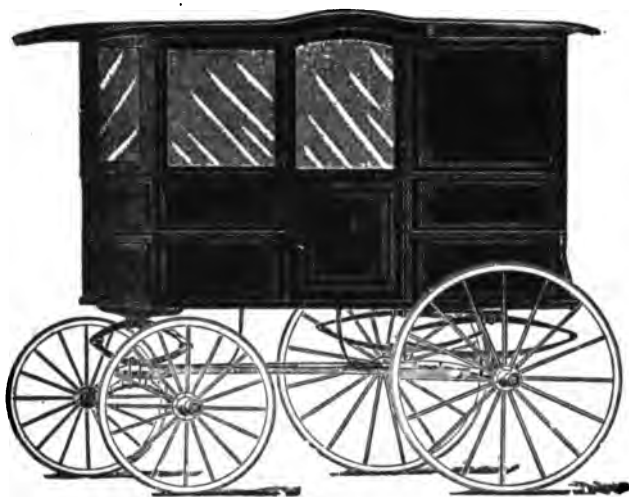
Kneading Troughs, Fancy Show Cases a Specialty.
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Factory and Office 442-444 Hart Street
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SECOND-HAND MACHINERY**

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BAKERS WAGONS

in ten patterns and 23 sizes.

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**“BUILT TO LAST
LONGER”**

The progressive baker demands a delivery wagon combining lightness, attractiveness and substantial construction.

Winkler-Grimm Bakery Wagons

are generous in capacity with long, wide bodies, well braced and thoroughly protected. In finish and general design these wagons are hard to equal. Catalog 32-E on request.

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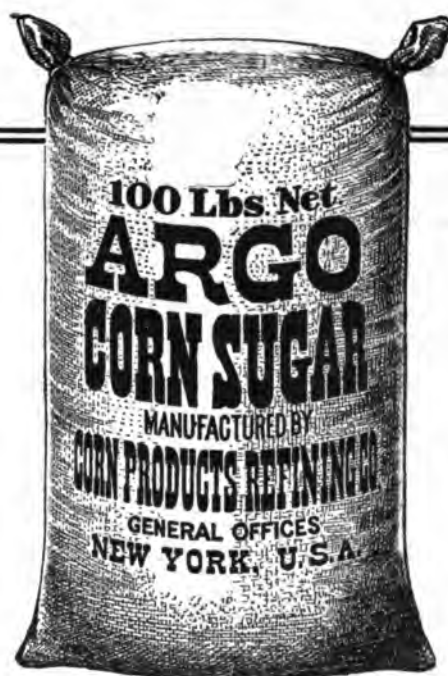
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The Solution



CORN PRODUCTS REFINING CO.
NEW YORK



CAKES,
ROLLS, PIES



BOTH PHONES

GORDON SMITH,
PROP.



DAUPHIN & HALLETT STS

Mobile, Ala. 7/15/16.

The Fleischman Co.,
Cincinnati, Ohio.

Gentlemen:-

I cannot let the storm which visited Mobile July 5th, become a closed incident without writing you a letter of commendation for the wonderful service you gave us in getting yeast here in time to prevent a bread famine.

The storm completely cut off all rail and wire communications, and, when we thought that everything would be restored by the 7th., (Friday) a terrible rain storm visited the entire section, washing out all railroads and cutting us off worse than ever.

Your Company sent Mr. Luddecke, the assistant traffic manager, with yeast and instructions to get it through at all costs. Mr. Luddecke tried to get through by train, and got as far as Meridian, but when he found he could not get in this way he went to New Orleans and got some yeast on the First train out. This train got as far as Pascagoula, and was held up there by high water; Nothing daunted, your man hired a tug boat, and putting himself and a goodly supply of yeast aboard promptly came to Mobile and relieved the situation.

I am glad to state that we baked bread continuously, and that Fleischman service has again scored heavily. You have my sincere thanks for such good work.

Yours very truly
Smith's Bakery,

GS/R

Per.

Gordon Smith

"Quality Plants"



LIBERTY BAKING CO., Pittsburgh, Pa.

Modern and Successful baking plants have three important requirements. **For the Public** the plant should present a pleasing appearance both outside and in. There is no better way to emphasize the business ideals and the quality of the product.

For the Employees the plant should provide full sanitary accommodations together with a building arrangement that insures work being done under comfortable conditions in all seasons. Personal comfort makes satisfied workmen.

For the Owner the plant *must* provide a modern automatic baking system with low cost for operating. For economy of operation a proper building arrangement is absolutely necessary and expensive equipment used to overcome building faults increases the cost of the product.

Is Your Plant Fully Satisfactory?

A pleasing, comfortable and efficient plant is not an expensive luxury but can be had for a moderate investment. In our experience of many years in bakery design we have made this fact plain to many clients.

Our service is equally useful to the baker about to remodel and extend his plant as to the baker contemplating a new plant.

Write Us About Your Building Problem

C. D. COOLEY COMPANY
Architects and Engineers

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ARGO OIL

For Cooking
and Shortening



TRY ARGO OIL instead of the shortening you are now using in bread-making, using four-fifths as much if it replaces solid shortenings, and then notice the fine texture, color and sweet odor of the loaf.

Argo Oil costs less than pure or compound lard and you do not have to use as much in your formula.

Argo Oil will give a greater yield in deep fat frying, will keep longer than other oils and does not become rancid easily.

Corn Products Refining Co.

17 Battery Place

New York

Heart to Heart Talks with the Bakers.

Number Four.

Many bread-baking troubles are blamed on flour that should be charged to incompetent yeast. Many a dough-batch is spoiled, not in the process of baking; but due solely to the variation in yeast-strength and yeast-purity.

The elimination of these difficulties, and the prevention of these disappointing results can be insured only when you can be certain of the yeast—upon which you must rely to accomplish required results.

There is as much difference in yeast as there is in individuals. The erratic and unreliable man is a handicap in any shop. So is yeast that varies in strength—it leads the baker astray. What should be a very definite force becomes a matter of guess-work—and that's bad business in anything; doubly so in bread-baking.

Corby Yeast takes all chance out of your calculations. You can be sure it will never vary. The very process of its manufacture is proof that it will not.

Do you know any other yeast you can use with satisfactory results when it is a week or ten days old? We can give you any number of instances where Corby

Yeast two and three weeks old has been successfully used. Bakers have made these tests on their own account—and been frank enough to report satisfaction.

That denotes maximum strength, which in turn means a minimum quantity is required. That's the economy side of it—an important consideration. Less yeast means a saving; and saving is profit.

The purity of Corby Yeast is as standard as its strength. Pure yeast develops flavor in the bread. Pure yeast tastes pure. You cannot hide impurities if they are there—they are bound to manifest themselves in the bread. And it hurts to get a batch of bread out among your customers that's not just what it should be. It is so easily preventable with Corby Yeast.

You don't have to take anybody's word for it. We'll furnish the samples for any test you will make. And we will guarantee that every pound of yeast that we ship you at any time will be of the same strength and the same purity.

Corby Yeast is guaranteed. That's unusual in yeast; but it is unusual yeast.

The Corby Company

Station K

Washington, D. C.

Roloco is a Scientifically Developed Dough-Batch Ingredient.

It is neither a by-product, nor an experiment; and in no way violates the ethics of accepted bakery practice.

Every element in Roloco has a specifically designed function, which in combination supplies the deficiencies and eliminates the uncertainties commonly experienced in bread-baking.

Roloco is a gluten stabilizer, holding in proper consistency the flour cells and developing a loaf of ideal texture; of increased volume; of perfect flavor; and of crisp and richly browned crust, with a saving of proofing and baking time.

Roloco supplies the real "food" needed to make yeast most efficient, and reduces the amount of yeast required for proper fermentation.

Roloco gives to young and weak flours

the vitalizing force they lack; building up and stabilizing the gluten cells of the highest grade flours used by bakers.

Roloco is a positive preventive of, and cure for, rope.

The difficulties experienced in maintaining bread of uniform quality when malt extracts and sugars are used, are definitely overcome and your baking absolutely standardized with Roloco.

It is used in exactly the same quantity, pound for pound, as sugar.

These are not "claims"—but FACTS demonstrated by the adoption of Roloco by the largest bakers all over the country, where efficiency is studied most closely; and results alone govern the ingredients used. To these bakers we are supplying Roloco regularly in carload lots.

Upon order we will ship 5-gallon trial can, guaranteeing results, if the simple directions are followed.

The Corby Company

Station K

Washington, D. C.

Heide's

Marshmallow Cake Filler

An excellent and convenient filler for
Layer Cakes, Cream Rolls
Charlotte Russe
Jelly Rolls
Etc.

Samples and recipes submitted upon request.
 For sale by leading bakers' supply houses.

HENRY HEIDE,

INCORPORATED

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NEW YORK



HARVEY SERVICE

Wahl Efficiency Institute for Baking INSTITUTE OF BAKING TECHNOLOGY

Courses in BAKING, Milling, Pure Yeast Culture,
Technical Control of Baking Operations,
Baking Engineering

After satisfactory completion of this course a degree of master baker is given.

Only those students with at least two years of practical experience will be recommended to master baker positions.

Institute for Technical Control of Baking Operations

Laboratories: Chemical, Biological, Microscopical, Physical, Technical, Testing, for the examination of all materials and products.

Consultation Bureau: Reports issued on any technical question concerning technical baking operations. This department has in its files all the information concerning bread manufacturing that it was possible to obtain in all the countries of Europe and America.

Efficiency Inspection: In case of serious technical difficulty, such as a constantly faulty product, the services of the Inspection Department may be called upon to furnish baking experts to determine the cause, when not evident from laboratory examinations.

Baking Research Institute

This Institute labors for the advancement of baking and offers the baking industry the Wahl Process consisting of a natural method to prevent the staling of bread. Pure Non-cluster culture yeast especially adaptable for bread making. Lactic ferment process to prevent all bread diseases and to shorten the time of fermentation.

Our Scientist will work to solve any technical problem in the baking industry.

Write for Catalogue

WAHL EFFICIENCY INSTITUTE

Office: 327 South La Salle St.

CHICAGO

The Cost of Home Made Bread

keeps pace with that of the commercial baker when flour prices are high. Let us help YOU win out by more economical buying. Low priced flour is only one point in profitable bread making. We can show you how to save on flour, sugar and other ingredients.

In our school of baking we teach flour from A to Z, but we do not stop there. Flour alone does not make bread. We teach about yeast, sugars, shortening agents, milk, malt extracts, water, warmth and the purpose each serves in bread.

Take a few minutes' time NOW and write us for particulars.

The Columbus Laboratories 31 North State St., Chicago

The American Cake Baker By OTTO WERLIN

Contains 340 recipes of proven merit and full directions on how to work same. It is the most up-to-date American cake recipe book, and should be in the hands of every cake baker.

Price \$1.00 postpaid

Orders should be addressed to

BAKERS REVIEW

1642 Woolworth Bldg.

NEW YORK



The Bluebird brings happiness, according to Maeterlinck's story, and this is proved true by the delight of the woman who secures a Bluebird set.

Every Woman Loves the Bluebird

Never in years has there been a more popular dinner ware decoration than our latest offering to bakers for premium use —

Bluebird China Ware

Design Patent No. 48411

Patented January 4, 1916

It is novel—beautiful—practical, and delights the eye and artistic taste of every one who sees it. The average housewife is positively clamorous for a Bluebird dinner set, and will not be satisfied until she sees it on her table. Department stores that handle it are unable to supply the insistent demand for the Bluebird.

Act today. The Bluebird is in such demand that we can serve only a limited number, and you must move promptly to get it. The bakers and other concerns now using it report that they never had anything like it for results—one house alone has entered an order for twenty carloads.

Take advantage of this popularity

and use Bluebird ware as a premium on our justly famous Dinner Set Advertising Plan, which operates without cost to you. What you sell pays for what you give away—this is absolutely true.

Write today for our proposition

The FRENCH CHINA COMPANY

400 South 17th Street

"The Home of the Bluebird"

SEBRING, OHIO

Classified Advertisements

Advertisements under this head 3 cents a word. No advertisement accepted for less than 50 cents. Bakers Review reserves the right to open all letters addressed in its care and agrees to forward only legitimate answers to advertisements in this department.

HELP WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

JABURG-MILLER CO., Inc.—Bakery Equipment Specialists desire experienced salesmen with good references to sell complete line of high grade machinery and equipment for bakers in New York, New Jersey, New England and Pennsylvania. Must be men with good records and ability to produce results. Apply by letter, giving age, experience, references, etc., to 137 Hudson St., New York, N. Y. R15

WANTED BREAD FOREMAN to take charge of shop with twelve ovens. Must be up-to-date, know how to handle labor and make first class goods. Address, B. C., care BAKERS REVIEW, Woolworth Bldg., New York City. Q6

SALESMAN.—To handle the very best line of machinery and equipment now offered to the baker, either on a commission basis or otherwise. Address C. L., care BAKERS REVIEW, Woolworth Bldg., New York. P3

SITUATIONS WANTED

BAKERS SUPPLIED promptly for all sections by John A. Schoencker's Bakers Exchange, 1575 Second Ave., New York City. Telephone 2084-Lenox. Member of the Boss Bakers' Association of Manhattan. Write or wire your wants.

FOREMAN - SUPERINTENDENT wants steady position with reliable firm. Large bakery preferred. Understands all modern machinery and plant management. Twenty years' experience in up-to-date bread and box cake plant. Married, sober and reliable. Can furnish best of references. Will go anywhere. Address: Superintendent, care BAKERS REVIEW, Chicago, Ill. R9

SUCCESSFUL Salesman practical baker at present selling the larger baking trade in central States would be glad to handle another line that could be sold to bakery trade or confectionery. Only responsible houses and articles of merit considered. J. A., care BAKERS REVIEW, Woolworth Bldg., New York City. R6

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FOR SALE.—Well established bakery, eastern shore Maryland. Good business in town and surrounding towns. Poor health reason for selling. Address: A. A. W., care BAKERS REVIEW, New York, N. Y. R10

AN EXCEPTIONAL OPPORTUNITY.—First class baking, retail and wholesale ice cream and catering business. Established 1881. Doing business in the town over 35 years. Never changed hands. All modern equipment. Town has population of 50,000 with other large adjoining towns to draw from. Centrally located in one of the largest manufacturing centers of iron steel and electric appliances in the United States. All earning big wages. Over \$1,500,000 is paid out monthly in wages. Here is your chance. Don't pass up this opportunity that knocks at your door. Wish to retire from active business. Will sell at a bargain. \$14,000 cash \$16,000 and give terms. Franklin Wentzel, 872 Braddock Ave., Braddock, Pa. R11

FOR SALE.—Bakery in Winona, Ill., miners' town of 2000, only shop, 2000 loaves a week, and cakes and rolls. Weekly \$120 to \$150 mostly retail. New Middleby oven and dough mixer. Store first class. Four rooms up stairs, store dining room and kitchen. City system water. \$30 rent expected for house. W. I., care BAKERS REVIEW, Woolworth Bldg., New York City. R12

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FOR SALE.—1 No. 3 Class 'G' Reeves Variable Speed Transmission Ratio 2 to 1. Used only a short time. \$50.00. 1 Day Cake Batch Mixing Machine. \$25.00. B. F. Gump Co., 431 S. Clinton St., Chicago. R4

NO REASONABLE OFFER refused, about fifty different styles beaters and mixing machines for cake work, all good for certain classes of work; twelve good second-hand dough mixers, both single and double arm; brakes and other bakers' machinery. When writing state your preference of make. Read Machinery Company, York, Pa.

FOR SALE one three barrel reed double armed reversible mixer in good order, one hundred and seventy-five dollars. One two pocket Champion divider in first class condition, two hundred dollars. Address: City Steam Bakery, 527 South 8th Street, Springfield, Ill. R3

ONE 2 Pkt. Dutchess Divider, one 2 Pkt. Lynn-Superior, one 2 Pkt. Werner and Pfeleiderer Divider, two 2 Pkt. Champion Divider, one 4 Pkt. Champion Divider one 4 Pkt. Dutchess Divider and Conveyor, one Zerach Baller and Conveyor, one 3 Bbl. Day Mixer, one 3 Bbl. Champion Mixer, one 2½ Bbl. Day Mixer, motor drive. Motor specifications on the motor driven Mixer; alternating current, 220 volts, 60 cycles, 3-phase. One Werner & Pfeleiderer Semi-Automatic Tray Proofer. Write us for prices on the above second hand machinery. No reasonable offer refused. American Bakers Machinery Co., 2121 N. 9th St., St. Louis, Mo. R13

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FOR SALE.—Used Machinery. Dough Dividers, many makes; sizes to suit your shop and capacity. One to six pocket.

—ALSO—

Portable Ovens	Dough Mixers
Complete Ice Cream	Flour Sifters
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Pans	Ice Crushers
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Thomson Moulders	Electric Motors
	Gas Engines

Everything for the baker. Two carloads used machinery for sale. Very low price. Write to-day.

PHILADELPHIA DOUGH DIVIDER EXCHANGE

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Jaburg Brothers, New York.
Jaburg-Miller Co., Inc., New York, N. Y.
Lynn-Superior Co., Cincinnati, O.
Mills, Thos. & Bro., Philadelphia, Pa.
Read Machinery Co., York, Pa.
Rockwell, L. A. Co., Brooklyn, N. Y.
Thomson Machine Co., Belleville, N. J.
Triumph Mfg. Co., Cincinnati, Ohio.
Werner & Pfleiderer Co., Saginaw, Mich.

MOLDING MACHINES

Champion Machinery Co., Joliet, Ill.
Thomson Machine Co., Belleville, N. J.
Triumph Mfg. Co., Cincinnati, O.

MOTORS

General Electric Co., Schenectady, N. Y.
Lincoln Electric Co., Cleveland, Ohio.
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.

NOVELTIES

French China Co., Sebring, O.

OLEOMARGARINE

Jaburg Brothers, New York.

OVENS

Brick

Bailey Oven & Machine Co., Phila., Pa.
Duhrkop Oven Co., New York.
Peterson Oven Co., Chicago, Ill.
Standard Oven Co., Pittsburgh, Pa.

Draw Plate

Werner & Pfleiderer Co., Saginaw, Mich.

Oven Doors

Dutchess Tool Co., Beacon, N. Y.
Mills, Thos. & Bro., Philadelphia, Pa.

Oven Lights and Pyrometers
 Dutchess Tool Co., Beacon, N. Y.
 Hubbard Oven Co., New York and Chicago.
 Meek Oven Co., Newburyport, Mass.
 Mills, Thos., & Bro., Philadelphia, Pa.
 Taylor Instrument Co., Rochester, N. Y.
 Zaubits, Aug., New York, N. Y.

Portable
 Bennet Oven Company, Battle Creek, Mich.
 Blodgett Co., G. S., Burlington, Vt.
 Hubbard Oven Co., New York and Chicago.
 Meek Oven Co., Newburyport, Mass.
 Middleby-Marshall Oven Co., Chicago, Ill.
 Middleby Oven Co., New York, N. Y.
 Reid Portable Oven Co., Buffalo, N. Y.
 Roberts Portable Oven Co., Chicago, Ill.
 Triumph Mfg. Co., Cincinnati, O.

Roll and Rotary Ovens
 Champion Machinery Co., Joliet, Ill.
 Harton, Pembroke D., Philadelphia, Pa.

PAPER

See Waxed Paper.

PANS

Jaburg Brothers, New York.
 Jaburg-Miller Co., Inc., New York, N. Y.
 Katsinger, Edward, Co., Chicago, Ill.
 Maag, The Aug., Co., Baltimore, Md.
 Meek Oven Co., Newburyport, Mass.
 Mills, Thos., & Bro., Philadelphia, Pa.

PEEL BLADES

American Peel Co., Chicago, Ill.
 Bauer, S. C., & Son, Brooklyn, N. Y.
 Jaburg Brothers, New York.
 Jaburg-Miller Co., Inc., New York, N. Y.
 Mills, Thos., & Bro., Philadelphia, Pa.
 Schroeder, H. L., Chicago, Ill.

PIE FILLINGS

Johnson, H. A., Co., Boston, Mass.

PIE MACHINERY

Colborne Mfg. Co., Chicago, Ill.

PINEAPPLE

Libby, McNeill & Libby, Chicago, Ill.

PREMIUMS

French China Co., Sebring, O.
 Hance, J. W., Foundry Co., Westerville, Ohio.

PRETZEL MACHINERY

Mills, Thos., & Bro., Philadelphia, Pa.

PRINTING

Mirror Printing Co., Kalamazoo, Mich.

PROMOTERS

Max Oscher Co., New York, N. Y.

PUBLICATIONS

Bakers Review, New York, N. Y.

Gleasant, Frits L., Boston, Mass.

RACKS, TRUCKS, ETC.

Day, J. H. Co., Cincinnati, O.
 Harton, Pembroke D., Philadelphia, Pa.
 Jaburg Brothers, New York.
 Jaburg-Miller Co., Inc., New York, N. Y.
 Johnson, H. A., Co., Boston, Mass.
 Peerless Wire Goods Co., Lafayette, Ind.
 Meek Oven Co., Newburyport, Mass.
 Read Machinery Co., York, Pa.
 Roberts Portable Oven Co., Chicago, Ill.
 Triumph Mfg. Co., Cincinnati, O.
 Union Sanitary Rack Mfg. Co., Albion, Mich.

Werner & Pfleiderer Co., Saginaw, Mich.

RAISINS

California Associated Raisin Co., Fresno, Calif.

ROUNDERS

American Bakers Machinery Co.
 Jaburg-Miller Co., Inc., New York, N. Y.
 Union Wrapping Mac. Co., Joliet, Ill.

SACK CLEANERS

Thomson Machine Co., Belleville, N. J.

SCALES & WEIGHING APPARATUS

Champion Machinery Co., Joliet, Ill.
 Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.

Triumph Mfg. Co., Cincinnati, O.

Thomson Machine Co., Belleville, N. J.

Werner & Pfleiderer Co., Saginaw, Mich.

SEALING MACHINES

Mirror Printing Co., Kalamazoo, Mich.

SEALS

Chicago Car Seal Co., Chicago, Ill.

SHOW CASES

Bauer, S. C., & Son, Brooklyn, N. Y.

Goebel & Dienes, Chicago, Ill.

Jaburg Brothers, New York.

Jaburg-Miller Co., Inc., New York, N. Y.

Kent & Son, E. P., Maroa, Ill.

STOVES

Johnson, H. A., Co., Boston, Mass.

Meek Oven Co., Newburyport, Mass.

Mills, Thos., & Bro., Philadelphia, Pa.

SUPPLY HOUSES

Allen & Co., J. W., Chicago, Ill.

Jaburg Brothers, New York.
 Johnson, H. A., Co., Boston, Mass.
 Maag, The Aug., Co., Baltimore, Md.
 Mills, Thos., & Bro., Philadelphia, Pa.

THERMOMETERS

Roberts Portable Oven Co., Chicago, Ill.
 Taylor Instrument Co., Rochester, N. Y.
 Aug. Zaubits, New York, N. Y.

TRUCKS (Motor)

Auto Car Co., Ardmore, Pa.
 Sheridan Commercial Car Co., Chicago, Ill.
 Studebaker Corporation, Indianapolis, Ind.

Vim Motor Truck Co., Philadelphia, Pa.

UTENSILS

Jaburg Brothers, New York.

Mills, Thos., & Bro., Philadelphia, Pa.

Also at all Supply Houses.

WAGONS

American Wagon Co., The, Cincinnati, O.
 Armleder Co., O., Cincinnati, Ohio.
 Rech-Marbaker Co., Phila., Pa.
 Winkler-Grimm Corporation, South Bend, Ind.

WAXED PAPERS

Central Waxed Paper Co., Chicago, Ill.
 Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
 Menasha Printing Co., Menasha, Wis.
 Mirror Printing Co., Kalamazoo, Mich.
 Newark Paraffine Parchment & Paper Co., New York.

Union Waxed & Parchment Paper Co., Hamburg, N. J.

Waterproof Paper & Board Co., Cincinnati, Ohio.

WRAPPING MACHINES

Hayssen Mfg. Co., Sheboygan, Wis.
 Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.

Union Wrapping Mac. Co., Joliet, Ill.

YEAST

Corby Yeast Co., Washington, D. C.
 Fleischmann Co., The, New York.
 Red Star Comp. Yeast Co., Milwaukee, Wis.

YEAST FOOD

Advance Malt Products Co., Chicago, Ill.
 Plymouth Milling Co., Le Mars, Iowa.
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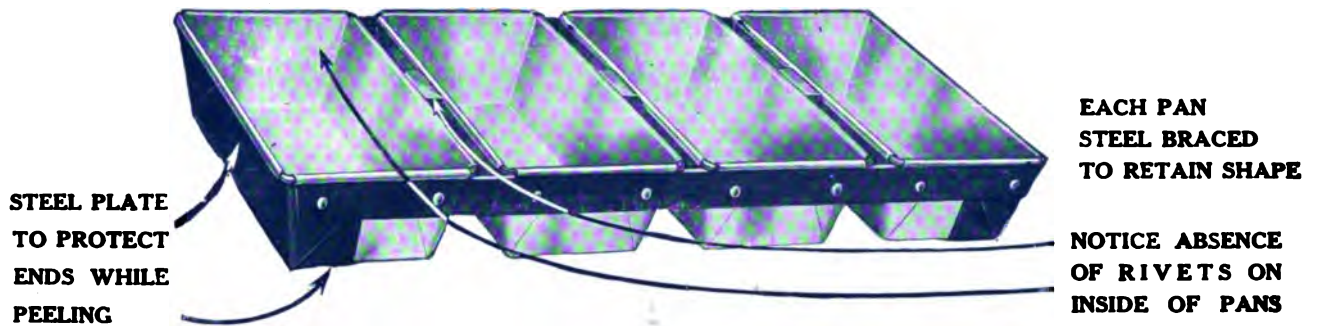
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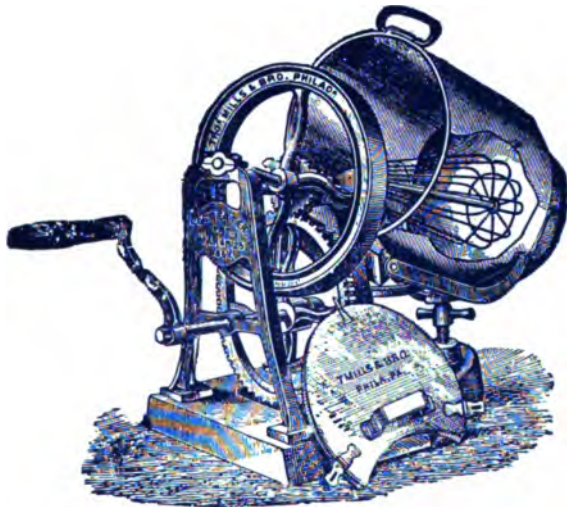
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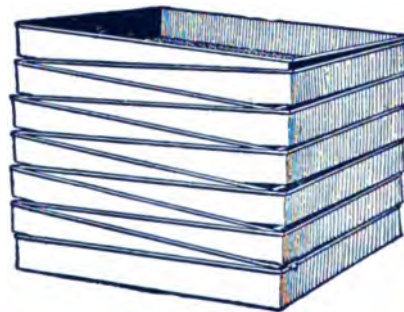
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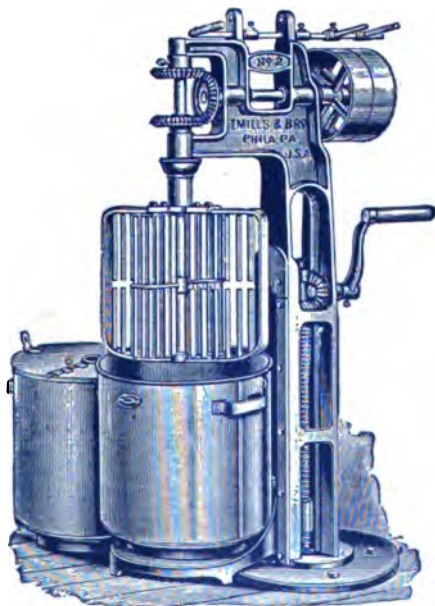


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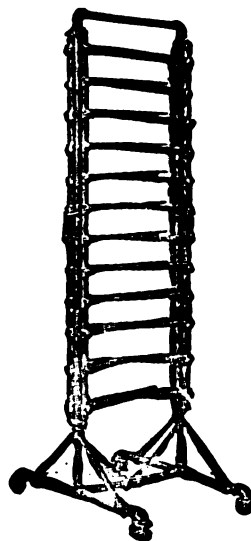
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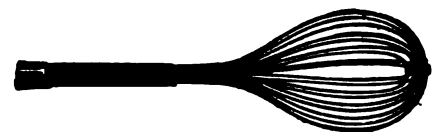
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